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PAC

PROJECT AREA COMMITTEE

San Francisco
March 1998

Mid-Market Redevelopment Survey Area

NEWSLETTER

History

In May 1994 Market Street Association (MSA) called the first meeting with Market Street property owners, civic leaders and Redevelopment Agency officials to discuss improvements for the area. Seven months later the MSA Board of Directors approved the seeking of a Survey Area designation with the Redevelopment Agency.

In 1995 several community meetings were held in the neighborhoods affected by the survey Area. The community was asked for their input on boundary lines, possible developments, housing needs, retail needs, and their opinion of the placement of a new Federal Building. Property owners were given the option to be excluded from the Survey Area boundaries. In November 1995 the Housing and Land Use Committee of the Board of Supervisors approved the mapped Survey Area and passed it on to the full Board. The full Board approved the Survey Area in December 1995. January 1996 the Agency and MSA recruited individuals to sit on the Citizens Advisory Committee (CAC). A list of interested recruits was sent to Mayor Willie Brown who officially invited participants to serve on the Committee. In March 1996 the first CAC meeting was called to order. Carolyn Diamond, Executive Director of Market Street Association was elected Chair of the Committee.

The CAC members wrote the Survey Area Goals and Objectives and drafted a Preliminary Plan. Project consultants were hired by the Agency and community workshops were held by the consultants to gather input for a Concept Plan for the area. In February 1997 a Project Area Committee election was held. This committee replaced the CAC and each individual on the committee was elected. A supplemental election was held in July 1997 to add more residential tenant seats. In July the first PAC meeting was called to order. Linda Corso of the SF Mart was elected Chair of the Committee.

The PAC continues the work of the CAC in designing a concept plan for the area and acting as an advisory arm to the Agency.

Members of the PAC

Chair, Linda Corso, Business Owner:

As Senior Vice President of Operations of the San Francisco Mart, I represent the interests of the hundreds of furniture manufacturers represented at the Mart, as well as the designers and buyers who shop the Mart. The Mart has been in existence in this location since the mid-1930's. I have been employed by the Mart since 1984. I am familiar with the area and all of its problems as well as its advantages.I became involved with this Redevelopment process through the Market Street Association, and was appointed to the CAC by Mayor Brown. I believe that this area has great potential for housing , retail and entertainment that is not being met. By working together I believe that we can make a difference in this area for businesses and residents alike.

Vice Chair, James Staryak, Residential Tenant

"increase open space opportunities, and create a safe and pleasant pedestrian environment"

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Resident Owner Occupants

Nancy Freeman: Nancy Freeman has been a member of the Mid-Market Citizen'sAdvisory Committee since December 1995 and a member of Mid-Market's Project Area Committee since August 1997. Nancy, a residential property owner in the survey area since April 1995, is an independent consultant providing data management services to a variety of industries.

Anya-Malka Halevi: I am a free-lance speaker and organic garden consultant, the English language half of the Upper Jessie Street Neighbor's action committee (and we have gotten action!) and a two unit building owner in a very small neighborhood at the top of SOMA, one block from Market Street. I have lived in San Francisco since 1971. For 10 years I was chairperson for Central District Police-Community Relations. In 1997 I did two organic rose workshops for S.L.U.G. I have an A.S. Degree in Horticulture from CCSF.

Residential Tenants

Ann Blackstone

Rod Creedon: Founding member of the SomaWest Neighborhood Association serving the community needs of the Western part of South of Market; SF Board of Supervisors appointee to the Citizen's Advisory task Force for the Central Freeway representing the South of Market area. My goals as a member of the PAC are to represent the concerns of all residential tenants in the project area, and to serve as an architectural and urban design rework for the PAC.

"vibrant street life serving both residents and visitors"

Bert W.Green: Born, raised and educated in New York, I moved to San Francisco in 1991, and currently work as a self-employed graphic artist and fine art curator, as well as serving a variety of non-profit arts organization. Living in the Mid-Market Street area for seven years has given me a thorough perspective on its strengths, weaknesses and needs, which I hope to bring to the discussion on revitalization.

Gabriel Laden: Wouldn't it be nice to walk along Market Street and feel proud to live in a clean and safe environment? I intend to work hard to represent the residential tenants of the Mid-Market neighborhood on the Project Area Committee. My concerns are the provision of lower income housing, the establishment of new neighborhood -serving businesses, and the improvement of the overall aesthetics of the street design. Currently, I am working downtown as an accountant and I am interested in taking an active role in community affairs.

George Mallman

Matthew D.J. Udall: I moved to the Mid-Market PAC area to attend law school. I worked for Bill Graham's Management team representing recording artists handled by that company. In November 1996 I opened up my own immigration law practice and have assisted many immigrants and visitors to the U.S. with their immigration related issues. I have participated in the critical mass events since June 1997, and have been photographing the monthly rides. I am an active musician playing bass in a small combo at some of the clubs in the city. I am happy to have the opportunity to serve the city as a member of this PAC.

Business Owners

Marty Cerles: The Reneson Hotel Group operates 5 hotels in San Francisco, two located within the Mid-Market Redevelopment Survey Area. Our company has been very active in the community for over 50 years. I personally have been with the Reneson Hotel Group for over 20 years and currently am on the Board of the SOMA foundation. This has kept me up to date on the developments not only in the South of Market area, but also all along the Market Street corridor. I have also participated in many Mid-Market planning sessions.

Amy Chung: I am a native San Franciscan who purchased commercial property on Market Street with my family. I am a real estate attorney and have managed real property in the Market Street Area since 1969. We have spent huge amounts of money repairing and seismically retrofitting our building after severe earthquake damage in 1989, and have suffered the aftermath of financial depression. I believe firmly that Market Street has the potential to transcend its current problems and become a cultural and architectural jewel.

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Nancy Boas

Ralph Lee: The Eastopen, Inc. owns the Ramada Plaza Hotel International located at 1231 Market Street (within the Mid-Market Redevelopment Survey Area). I have been with the Ramada Plaza Hotel International as the General Manager for over two years. I am a Certified Hotel Administrator and have managed hotels since 1974. I have served on the Mid-Market Citizens Advisory Committee (CAC) and currently, I am serving on the Mid- Market Redevelopment Project area Committee (PAC). The time is "now" to revitalize the Mid-Market area back to life again.

Robert Meyers: Principle of Robert Meyers Associates, City Planning and Development Consultants who has served more that 150 San Francisco property owners, individuals and community organizations as their representative and advocate with public agencies throughout the city planning and development process. His thorough knowledge of the ever-changing City development codes and entitlements process makes him an expert in his field. He holds a Bachelors Degree in Political Science from Columbia University and Masters Degrees in Architecture and City Planning from the University of Pennsylvania. He is an architect and urban planner and was a director of the San Francisco Chapter of the American Institute of Architects.

Deborah Rothstein, CPM: As a 15 year veteran of the Mid-Market neighborhood, I am committed to its improvement, recognition and appreciation. I began as a teacher in a Tenderloin drop-in child care crisis center and moved into managing, leasing and renovating properties. Presently I am a leasing/sales agent for Blatteis Realty specializing in retail office properties. I have been actively involved in efforts to improve Mid-Market Street for over 12 years. My most significant accomplishment has been as a board member for the Powell Street Turnaround Association, which spearheaded the legislation to allow for the creation of business improvement districts (BIDS).

Thomas Smith: I am a licensed real estate agent, a property manager for 826-832 Mission Street Properties. I have been in the area since 1980 and am in touch with the neighborhood, owners, tenants and residents. I have a personal interest in the area and will represent all parties whose lives impact the area.

Commercial Tenants

William Boggs: General Manager of San Francisco Honda. He has been involved in the Citizen's Advisory Committee for the Mid-Market Redevelopment Survey Area and was a member of the Central Freeway Coalition.

John Chang: Occupation: Attorney with general practice emphasizing landlord-tenant and family law. Education: B.A., M.A. (Sociology), J.D., all and the University of Califomia. Civic activities: volunteer legal adviser for S.F. Bar Association's monthly law clinic in the Main Library; Member, Board of Directors, Indochinese Housing Development Corporation (IHDC), which provides affordable housing to low-income tenants in the Tenderloin neighborhood. Personal background: married with 2 children; live and work in S.F.; enjoy watching films and reading.

Sue Hestor: For over 25 years Sue Hestor has been an active member ofn San Francisco's progressive community. She has worked to keep low-income residents in the City and see that they are well housed. Sue was one of the founders of Friends of Yerba Buena Gardens, which pushed the Agency to ensure that Yerba Buena is a place where kids and people without a lot of money are welcome. As an attorney Sue has represented citizens and community organizations concerned about downtown development who acted to mitigate its impacts on the surrounding neighborhoods South of Market, the Tenderloin and Chinatown/North beach.

George Lee: Director of Professional Services Company, a full service Real Estate company and Apoly Industrial Limited, and International Trading and Consulting firm. He took the opportunity issued from the S.F. Redevelopment Agency to join the PAC. He looks forward to seeing the growth and improvement around the area and will try to share the suggestions and ideas for the community and keep in close cooperation with the community.Business Associations.

Business Associations

Market Street Association, Carolyn Diamond: In 1994 I initiated a meeting with community members to discuss how to improve the Mid-Market and Mission Street areas. As a result of this meeting the Redevelopment Agency was invited to the area. I have been working with the agency ever since. I was a member of the Mid-Market Citizens Advisory Committee and served as the Chair. My commitment as Executive Director of Market Street Association is to improve and develop the Market Street area. My focus is on the Mid-Market area, which affects all of Market Street's livability and economic vitality.

South of Market Problem Solving Council, John Elberling: SOMPSC is the south of Market's overall community coalition, an "organization of organizations". SOMPSC started in 1988 and lead the effort to establish the South of Market Redevelopment Project in 1990, serving as its official community advisory body. Almost two-thirds of the Mid-Market Area lies within the South of Market. With 20+ active member community groups and years of redevelopment experience, SOMPSC is the logical CBO to represent this vibrant community. SOMPSC works through consensus-building among all neighborhood "stakeholders" and the demonstrable progress of the South of Market is a testament to its effectiveness in achieving results.

SF Planning and Urban Research (SPUR), Brett Gladstone: I am a member of San Francisco Planning and Urban Research which is a San Francisco

"distinctive architecture"

"think tank" studying and advocating for better economic development and urban planning. SPUR has set up a Mid-Market St. Task Force, which has been developing an urban planning "vision" for this new Redevelopment Area. Our seat on this PAC allows our work to continue and helps to guarantee continuing economic support of their vision study from SPUR's Board and membership. As a citizen, I have lived in a Redevelopment Project Area, the Western Addition, for over 10 years.

Social Service Organizations

Goodwill, Ardis Jerome: As a member of the Citizens Advisory Committee for the Mid-Market Redevelopment Survey Area, I helped develop the goals of the Committee to date. As Goodwill's building project manager, I supervised the building of the new retail facility at the corner of Mission and South Van Ness, part of the "gateway" area as designated in project planning workshops for the Mid-Market area.

Arts and Cultural Organizations

Exit Theatre, Richard Livingston: Exit theatre is a 14-year-old experimental downtown theatre that presents a variety of contemporary and classical theatre at its 90-seat and 49-seat theatres and annually produces the San Francisco Fringe Festival.

Community Development Organizations

South of Market Foundation, Amelita Pasqual: The South of Market Foundation (the Foundation), founded in May 1992, is a not-for-profit economic corporation with nine members on the Board of Directors and ten administrative, professional and field staff. The Foundation's mission is to deliver services to South of Market's (SoMa's) businesses and very low-income residents by promoting economic development that creates wealth through long-term and stable employment. To this end the Foundation analyzes changing characteristics of the economy and targets services to meet the capital and workforce needs of the SoMa companies. The Foundation integrates a number of activities such as technical assistance to small businesses, micro business creation and operation.

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Mid-Market Redevelopment Survey Area

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PROJECT AREA COMMITTEE
San Francisco
May1998
No. 2

Mid-Market Redevelopment Survey Area

NEWSLETTER

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PAC Update

David Habert

DAVID HABERT
NEW PROJECT COORDINATOR FOR MID-MARKET

David Habert is Senior Planner at the Redevelopment Agency. He has over twenty years of experience nationwide in developing community revitalization strategies.

Habert is not new to the Mid-Market project. He has followed its progress from the beginning, attended the community workshops and assisted on the Draft Concept Plan.

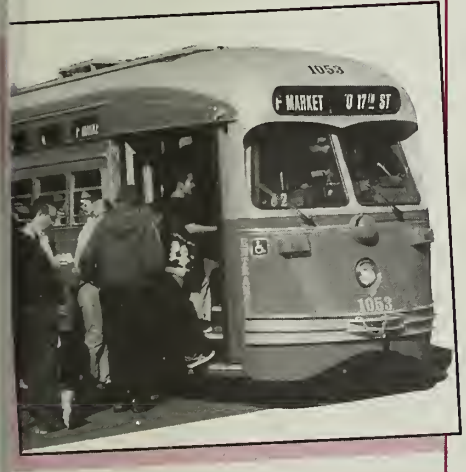
Before joining the SF Redevelopment Agency, Habert was the Director of Central Area Planning for the City of Chicago. He was involved in directing the planning policy for Chicago's downtown and surrounding neighborhoods.

Habert has worked to develop both physical and organizational revitalization strategies in downtown areas of various cities including: Orlando, FL, Salt Lake City, UT, Newark, NJ, and New York City. He brings a repertoire of experience to the development of a revitalization strategy for the Mid-Market area.

The following are some of Habert's thoughts about Mid-Market's future:

"I am strongly committed to the revitalization of the Mid-Market corridor. My emphasis will be on bringing together members of the PAC, the community, and public bodies so that we can most effectively and evenhandedly achieve the community's goals and objectives as interpreted in your Plan. As far as I am concerned, the Plan is only the first step."

"A major focus over the next few months will involve mapping out a strategy for implementing the key elements of your Concept Plan. The Plan describes an ambitious agenda for community revitalization, one which will involve a large number of public and private groups and activities. How the City and the community organize themselves and come together to realize the elements in the Plan will determine the success of our revitalization effort."



Market Street's F Line

"I don't for a moment, pretend that the problems facing the Mid-Market corridor are easily solved - even with great infusions of cash. We are breaking new ground in developing a model for community revitalization which responds to the concerns of the entire range of folks - from the public to the private sectors, from property owners to the homeless and everyone in between. Does the turbulence that occasionally shakes this revitalization process alarm me? Not at all. It reassures me that we are grappling with the tough issues - and that is the only way to come up with lasting solutions."

cont. on page 2

"In many ways, Mid-Market communicates to the world what San Francisco is about"

cont. from page 1

"By virtue of design and geography, Market Street acts, in many ways as the City's main street. It belongs to everyone. And that provides one of the more challenging aspects to planning for the future of Mid-Market. Any Plan for Mid-Market should respond to all of the interests and communities along it. Mid-Market has to have a strong commercial and business climate for merchants and visitors alike. It should offer those in and around it an opportunity to participate in San Francisco's economy. It needs to provide a good quality of life to all of its residents. It needs to be compassionate to all of its users. It can be a better cultural beacon than it is. As those involved in planning for the Street's future, we share an awesome responsibility. In many ways, Mid-Market communicates to the world what San Francisco is about."

"our PAC information is reaching thousands of people in the community"

Goodbye to Gail Goldman

It is now time for the planning phase of the Mid-Market area to begin. Gail Goldman will move into the role of advisor for issues in Mid-Market relating to economic development. She will no longer serve as the project leader.

Goldman, Project Manager at the Redevelopment Agency, has been our Project Leader since the beginning of the Redevelopment process in 1995. She was charged with developing a community base, being the community liaison, developing community goals and objectives for the area, overseeing the consultants work, and assisting in the development of the Concept Plan for the area.

She led us on bus tours, television programs, legislative hearings, community meetings, workshops, Citizens Advisory Committee meetings, community elections, Project Area Committee meetings and staff reports.

Her efforts during the process have been persistent and she has been a great advocate for the Mid-Market project.

We thank Gail for her hard work, her vision and her dedication to this project.

Tim Dechand

Tim Dechand Outreach Coordinator

Market Street Association is happy to introduce Tim Dechand, our PAC outreach coordinator.

Tim has been working for the PAC since March 1998. His duties include disseminating the PAC information including newsletters, minutes, and meeting announcements.

He also has been helping us develop a database so we can reach as many people in our community as possible. He has great computer skills, which have assisted us in working more efficiently for the PAC.

Tim is a native of Spokane and has lived in San Francisco for the past 18 years.

Because of Tim's contributions our PAC information is reaching thousands of people in the community.

Ramada Plaza Hotel on Market

PAC MEETINGS

The Project Area Committee meets the 2nd Wednesday of each month.
The meetings are from 5:30 to 7:30 p.m. at the Ramada Plaza Hotel at 1231 Market Street.
The public is encouraged to attend.

MID-MARKET DRAFT CONCEPT PLAN

The Concept Plan for the Mid-Market Survey Area is complete. This document is a draft of the ideas and visions garnered from community workshops, interviews with community members, and the work of the Citizens Advisory Committee and the Project Area Committee.

The plan is fashioned to bring about the community's vision for the revitalization and redevelopment of the area.

Some of the key points of the Concept Plan are:

- Create a Mid-Market Partnership
- Increase residential units for all income levels
- Address the needs of the area's at-risk populations
- Increase the amount and variety of cultural and entertainment activity
- increase the presence of retail uses
- Improve the area business climate
- Stimulate the development of vacant or underutilized properties
- Stimulate improvements to private real estate
- Improve the physical quality of the public environment
- Improve the levels of safety and cleanliness
- Make certain that future parking requirements are met

Also, the plan envisions the survey area divided into four "sub-areas". These areas are loosely defined as:

THE GATEWAY The area generally west of 11th Street. The objective for this area is to enhance growth and development while maintaining the area's vital regional transportation function.

MIDTOWN The area generally from 6th Street to 11th Street and Van Ness Avenue. The section highlights the potential to contain a major residential presence and to complement it with institutional and retail activity. The area offers the greatest potential for the emergence of a new image and character for the neighborhood.

RETAIL & TOURISM DISTRICT The area generally east of 6th Street.The objective for this area is to link the area with current successful retail destinations and the Yerba Buena Center.

ARTS & ENTERTAINMENT DISTRICT The area generally from 6th to 8th on Market Street. The area actually overlays the other areas. The objective is to establish a regional cultural and entertainment destination playing off the success of the "theater district" at Geary and Mason.

NEIGHBORHOOD MEETINGS

CIVIC CENTER REDESIGN MEETINGS

MAY 6 Th	CIVIC AUDITORIUM	5:30 - 8:30 P.M.
JUNE 10TH	CIVIC AUDITORIUM	5:30 - 8:30 P.M.
AUGUST 6TH	CIVIC AUDITORIUM	5:30 - 8:30 P.M.

FOCUS ON UNITED NATIONS PLAZA

JUNE 2ND	10 UNITED NATIONS PLAZA	10:00 A.M

Source: 1990 U.S. Census

Mid-Market Project Area Committee

Residential Owner Occupants

Nancy Freeman
Anya-Malka Halevi

Residential Tenants

Ann Blackstone
Bert Green
Gabrial Laden
George Mallman
Jim Staryak
Matt Udall

Commercial Property Owners

Nancy Boas
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Linda Corso
Amy Chung
Ralph Lee
Robert Meyers
Thomas Smith
Deborah Rothstein

Commercial Tenants

William Boggs
John Chang
Sue Hestor
George Lee

Business Associations

Market Street Association
UNPlaza/Mid-Market Association

Business Serving Civic Organizations

South of Market Problem Solving Council
SPUR

Social Service Organization

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MID-MARKET REDEVELOPMENT SURVEY AREA

James Morales
Executive Director
David Habert
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PAC

PROJECT AREA COMMITTEE
San Francisco
August 1998
number 3

Mid-Market Redevelopment Survey Area

NEWSLETTER

Improvements coming to Market Street

Under Mayor Brown's leadership Mid-Market Street will soon be the focus of some long overdue improvements. The Mid-Market improvement projects will be the beginning of a revitalization of the area. This attention will invite real estate developers, retailers and residents to take a fresh look at Mid-Market.

Mr. Jim Morales, Executive Director of the SF Redevelopment Agency and Mr. Mark Primeau, Director of the Department of Public Works (DPW) are collaborating on accomplishing some of the desired improvement projects.

DPW has applied for $800,000 from the City's Capital Improvement Program. Under the guidance of Mr. Michael Quan of DPW, the funding will be devoted to the Mid-Market area.

According to Quan this funding is for the fiscal year of 1998 -1999 and it is anticipated that multi-year funding will be requested exclusively for Mid-Market.

For the 1998-1999 fiscal year Quan will oversee three specific improvement projects.
These projects will be:

A Signage Program
A Lighting Program
A Use Assessment of United Nations Plaza

Mr. Quan tells Carolyn Diamond, Executive Director of the Market Street Association, and member of the Mid-Market Redevelopment PAC, about the anticipated program.

Diamond: We are excited that the Mid-Market Street area is getting some attention. What are your goals and how will the Mid-Market Redevelopment PAC be involved in the process?

Quan: Our goals for this year are to implement three new projects, signs, lighting, and taking a new look at United Nations Plaza. We are on a very aggressive schedule to accomplish these projects in this fiscal year. We will be meeting regularly with the Mid-Market PAC keeping them informed of our progress and getting their input into each of the three elements.

Diamond: Describe the three projects.

Continued on page 2

"Our goals for this year are to implement three new projects, signs, lighting, and taking a new look at United Nations Plaza"

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Continued from page 1

Quan: Well, first is the signage. There is an existing downtown signage program under design by DPW and we plan to hook into that program. The design of the signs in the Mid-Market area will be the same as the downtown program so there will be uniformity. Currently we are meeting with the disability task force to ask for their input and address their needs.

Diamond: Where do you expect to place the signs and what will they say?

Quan: This is where we need the help of the PAC. We will be asking their input as to where the placement of signage would be the most appropriate. Also, the text of the signage will require their advice. We expect the signs will direct people to certain areas not specific sites. For example, the signs may say, Civic Center, Hallidie Plaza, United Nations Plaza, theater district or shopping district.

Diamond: What are the plans for street lighting?

Quan: The goal with street lighting is to improve the lighting on the tributary blocks along Market Street. I have developed a list of 15 possible locations where the street lighting could be improved. As you know, at the July PAC meeting the committee prioritized the streets and the first three areas considered for new lighting will be 5th Street between Mission and Market, Golden Gate Avenue, between Taylor and Jones, and 8th Street between Mission and Market. On each of these streets we will remove the existing lights and consider more appropriate light placements and fixtures.

Diamond: Why are you removing the existing lights?

Quan: The existing lights were originally meant to light the roadway. With new designs and newer technology using high-pressure sodium, the lighting will cover the sidewalk and the roadway. They will cast light on the pedestrian sidewalk and create a brighter pathway. Also, the current lights are placed in a staggered pattern, the new lights will be paired so they are across the street from each other which will improve the light level.

Diamond: What do you expect the cost to be of the lighting?

"the Farmers Market is a great draw but when it is not there it returns to a desolate area"

Quan: At this time we are anticipating that each light will cost approximately $20,000. Also, we are hoping that all new lights will be installed by Summer of 1999 so we are on an aggressive schedule to complete this phase of the project.

Diamond: This lighting will improve the area around Market Street but what about the United Nations Plaza. There have been some improvements there but it continues to be a place where citizens do not want to go, it does not attract people to come and sit and relax. What are your plans for that area?

Quan: United Nations Plaza needs to be evaluated. The Farmers Market is a great draw but when the market is not there it returns to a desolated area. We will be doing a use analysis of the plaza to determine what can be changed, added, or redesigned to make the area more inviting to the general public. We will assess the possibilities of more public usage and how to achieve making United Nations a destination point and a tie-in to the Civic Center area.

Diamond: Market Street Association has met with Supervisor Amos Brown and asked him to draft legislation to place UN Plaza and Hallidie Plaza under Park Codes. We think this will help in the alleviating some of the activities that take place in these plazas. I think that with new legislation, a use analysis of United Nations and perhaps some programmed events in the Plaza we should be well on the way to making UN Plaza a destination place.

Quan: I definitely agree. DPW and the Redevelopment Agency, the PAC and your Association working together in this kind of partnership will bring the changes to the area that we desire.

Diamond: Thanks so much for your attention to this area, Market Street deserves it.

GOODWILL CAREER TRAINING SERVICES TARGETS MID-MARKET AREA

Ardis Jerome, Senior Director, Marketing and Planning for GOODWILL, and Mid-Market PAC member, reports that Goodwill is focusing on the Mid-Market project area.

Jerome says that based upon the unemployment information contained in the May 1998 PAC newsletter, Goodwill targeted the 94102, 94103 and 94110 zip codes. This target mailing marketed a program which offers training to people who are nearing the end of their Unemployment Benefits or whose benefits were exhausted in the last 24 months.

A flyer providing information on Goodwill's Training Programs and Training Scholarships was mailed to 1142 people identified by EDD as eligible for Goodwill's program.

This particular program is funded by the State of California Employment Training Panel, however, Goodwill has alliances with many other social service agencies in the City who refer clients to their training programs. Additionally, programs for people who are homeless currently have openings and offer, in some cases, training from other training sources.

Last year, Goodwill provided services to some 1,074 people with a goal to serve 2,000 by the year 2000. An additional 12,000 square feet of training space is available for development on the second floor of the Retail Training Center at 1580 Mission Street.

Anyone wishing specific training information should contact Harold Walker, Admissions Manager at 415-575-2127. Mr. Walker or Ardis Jerome are available to host tours of Goodwill for any group interested in learning more about Goodwill's employment and skills training programs.

MAYOR SELECTS MID-MARKET STREET

Mayor Willie Brown is aggressively marketing three specific neighborhoods in the San Francisco. One of these neighborhoods is Market Street from 5th to 8th.

Under the direction of Mr. Kofi Bonner and Ms Hala Hijazi of The Mayor's Office of Economic Development, a marketing package has been developed and is being distributed to developers, real estate agents, retailers and property owners. These information packets are being distributed through the Mayor's Office, the Market Street Association and the Redevelopment Agency.

Eight specific sites on Market Street are described. The site addresses are:

10 UN Plaza	1106 Market Street
26 Seventh Street	1095-97 Market Street
1145 Market Street	1017 Market Street
1117 Market Street	929 Market Street

The opportunities in these properties span the range in usage and size. Retail, office, restaurant and meeting hall space is available. The buildings space ranges from 21,500 to 161,810 sq. ft.

To receive a complete packet call Hala Hijazi in the Mayor's Office at 415-554-6481.

PAC MEETINGS

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Mid-Market Project Area Committee

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Social Service Organization
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San Francisco
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NEWSLETTER

A message from David Habert, Project Coordinator

I would like to take this opportunity to bring you up to date with the process of the Mid-Market project. I am pleased with the progress we have all made in crafting an image of revitalization, and moving towards its implementation. I would like to recap the work we have completed, as well as what we need to accomplish.

David Habert

The purpose of the Survey Area process is to determine what role the City, including the Redevelopment Agency, can play in an area's revitalization. With Survey Area designation, a Citizens Advisory Committee (CAC), selected by the Mayor, was formed to guide the initial process. Later, the Planning Commission, in December 1997 adopted a Preliminary Plan. At that time, the CAC was replaced by a Project Area Committee (PAC) comprised of individuals that were elected by members of the community. The PAC has elected officers, developed by-laws and conducts monthly meetings. The purpose of the PAC is to advise the Agency on plan formulation and adoptive activities.

The Agency, working with other City departments, with the PAC, with others in the community, and with a team of consultants, has completed a Concept Plan for the area. The Concept Plan discusses the area's issues and opportunities and suggests potential programs and projects that could assist in the Mid-Market corridor's revitalization. Since publishing the Concept Plan, the Agency has worked with other public agencies and with the PAC to identify appropriate methods to assist in the revitalization of the area.

The Market Street area is accessible by many forms of public transportation.

First, the Agency and the PAC have identified revisions to the Planning Code intended to facilitate reuse of vacant upper story commercial space for residential development and has recommended such revisions to the Panning Code to the Planning Department. Second, the Agency and the PAC continue to coordinate with the Department of Public Works on the implementation of public improvements identified in the Concept Plan. The improvements include a $600,000 street lighting program, a $100,000 informational signage program, and $100,000 to study possible improvements to United Nations Plaza. DPW will be relying on the PAC for guidance and support during the upcoming months in realizing these projects. Third, the Mayor's Office of Economic Development has begun a program to market key available properties in the Mid-Market corridor to prospective users. Finally, we anticipate coordinating with the Mayor's Office of Community Development, the Department of Public Health, the Department of Social Services, the San Francisco Police Department, and other public agencies that play an important role in the area.

Agency staff is currently working to evaluate a potential future role for the development in Mid-Market. We hope to work with the PAC to develop a recommendation for redevelopment activity by early next year. In order to establish a clear role for the redevelopment, the Agency must specify actions, or land development proposals, that would alleviate the urban blight in the area. To that end we request that a Projects Subcommittee be formed from among the PAC members to work alongside Agency staff. Working together we can further the revitalization of Mid-Market.

"I am pleased with the progress we have all made in crafting an image of revitalization, and moving towards its implementation."

Lady Bo entertains the crowd at UN Plaza.

Market Street Association has produced 9 noon time concerts in UN Plaza

Supervisor Amos Brown - Will request legislation that places Hallidie Plaza and UN Plaza under the Park Code.

IMPROVEMENTS FOR UNITED NATIONS PLAZA

As a result of the Mid-Market PAC focusing attention on the area, a small group of stakeholders near United Nations Plaza are now meeting on a regular basis. This group, lead by Market Street Association, is concentrating on small improvements to the plaza that can be done quickly, efficiently and make a visible difference.

The first of the bimonthly meetings was called to order in March 1998. Participants discussed the problems particular to the plaza and how some of these could be resolved. It was apparent from this discussion that the main concerns centered around maintenance and safety.

Since the inception of this group several projects have been done or are in the process of being accomplished.

These improvements have been completed.

BART - Has directed its police officers to cover the plaza area more frequently
Holiday Inn - Has hired a night doorman
10 UN Plaza - Has hired a security person who also checks the public toilet in UN Plaza
SFPD - Has stepped up narcotics enforcement
Market Street Association and Ramada Hotel - Has painted all the benches in UN Plaza as part of the Mayor's Great Sweep
Market Street Association - Has produced 9 noon time concerts in UN Plaza
Supervisor Jose Medina &Judges' Bail Committee - Has increased bail rates for variety of crimes

Projects that are in the works and will be completed soon:

Art Commission - Will clean the Simon Boilvar statue
Farmer's Market - Will have booths from the Heart Association and other organizations focusing on cooking and health.
10 UN Plaza - Will light the building from the parapet, flooding light into the plaza.
District Attorney's Office - Will set up a "red zone" in the plaza area, this means all scheduled offenses are charged.
Supervisor Amos Brown - Will request legislation that places Hallidie Plaza and UN Plaza under the Park Code.
Dept. of Public Works - Will fix the 80' tall pole lights in the plaza.

All of these individual projects add up to some significant changes in the United Nations Plaza area. Congratulations to all who are participating in this committee and contributing towards the improvement of our neighborhood.

PROJECT SUB-COMMITTEE FORMED

A sub-committee of the Mid-Market PAC has been formed to focus attention on the Mid-Market area between 5th and 7th streets. This committee will advise the PAC on specific projects that may be implemented in the area. The committee will tentatively meet twice a month. At this point the PAC members serving on the sub committee are:
Marty Cerles, Carolyn Diamond, Brett Gladstone, Bert Green, Ralph Lee, George Mallman, Cherly Parker and Jim Staryak.

Carolyn Diamond and Lynn Valente of the Market Street Association at opening of the Cable Car Coffee Company at Hallidie Plaza.

CHANGES IN THE PAC MEMBERS

In July 1997 the first Mid-Market PAC meeting was called to order. Since that first meeting there have been changes on the committee.

We would like to acknowledge the service of the following individuals who served on the PAC and gave their time and expertise to the Mid-Market Project.

Ruth Berkowitz, Business Association, Linda Corso, Commercial Property Owner, Rod Creedon, Residential Tenant, Nancy Freeman, Residential Owner, Sue Hestor, Commercial Tenant, Ardis Jerome, Social Service, Barry Kane, Commercial Property Owner. Gabriel Laden, Residential Tenant, Richard Livingston, Cultural Organization, Anya-Malka Halevi, Residential Owner, Amelita Pascual, Community Development Organization, Deborah Rothstein, Commercial Tenant, and Anna Yee, Business Serving Civic Organization.

We would like to welcome new members to the PAC. Sabrina Klein, Cultural Organization, Ian McCuaig, Social Service, Cheryl Parker, Community Development Organization, and Byron Yee, Business Association.

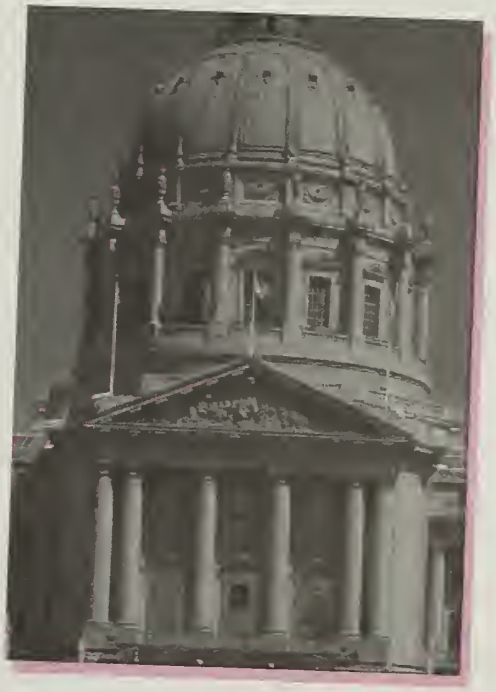
PAC MEETINGS

The Project Area Committee meets the 2nd Wednesday of each month. The meetings are from 5:30 to 7:30 p.m. at the Ramada Plaza Hotel at 1231 Market Street. The public is encouraged to attend.

GOALS AND OBJECTIVES

The following were the goals and objectives defined by the Mid-Market Citizens Advisory Committee:

- Establish and identity for the area
- Develop and enhance the viability of the economic infrastructure
- Create housing opportunities and foster complimentary neighbor hood activities
- Establish a lively, entertaining destination place for area residents, the larger San Francisco community and visitors
- Increase open space opportunities
- Promote harmony with the area's existing scale and character
- Create and maintain a clean and safe environment
- Capitalize on the existing transit system



Office and Goverment buildings occupy more than 12% of land use as a % of lot square footage.

Mid-Market Project Area Committee

Commercial Tenants
William Boggs
John Chang
George Lee

Social Service Organization
Goodwill

Arts and Cultural Organization
Theater Bay Area

Residential Tenants
Ann Blackstone
Gabriel Laden
George Mallman
Jim Staryak
Matthew Udall

Business Associations
Market Street Association
UNPlaza/Mid-Market Association

Commercial Property Owners
Nancy Boas
Marty Cerles
Amy Chung
Ralph Lee
Robert Meyers
Thomas Smith

Community Development Organization
South of Market Foundation

Business Serving Civic Organizations
South of Market Problem Solving Council
SPUR

PAC OFFICE
870 MARKET
SUITE 456
SAN FRANCISCO
CA 94102
CAROLYN DIAMOND
LYNN VALENTE
415.362.2500

Mid-Market Redevelopment Survey Area

James Morales
Executive Director
Jose Campos
Planning Manager
David Habert
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PAC Mid-Market Redevelopment Survey Area NEWSLETTER

PROJECT AREA COMMITTEE
San Francisco
number 5

PROJECTS HAPPENING IN MID-MARKET

Since the beginning of the effort to declare the Mid-Market area a Redevelopment Project many changes and improvements have been initiated and some have been completed. Here is a list of some the projects and their current status.

GSA Site at 7th and Mission

In March 1999 the SF Redevelopment Agency acquired the 7th and Mission site which will be the home of a new Federal Building. This acquisition is the culmination of many years of effort by various agencies and the community. The Agency acquired approximately 3/4 of the property on the Seventh Street side. There is a substantial amount of property available for private development. The General Services Administration (GSA) is actively seeking architectural firms design proposals for the building. It is expected that a firm will be selected by this summer.

In order to receive as much community input into the design as possible it has been proposed that a Citizens Advisory Committee be formed. The proposed makeup of the committee is an 8-member group. The breakdown is anticipated to be:

2 Members from the Mid-Market PAC
2 Members from the South of Market PAC
2 Members representing City wide interests
2 Members representing the Federal Government

The SF Redevelopment Agency has required that the completed proposed design be presented to the Redevelopment Commission at a public meeting where public testimony can be heard. Design and construction deadlines have not been released yet.

When completed about 2700 workers will be in the building daily serving an estimated eight Federal departments.

Department of Public Works Lighting Program

The new lighting program for Mid- Market is moving forward. The program will include new streetlights in three locations.

Golden Gate Avenue between Jones and Taylor	10 new lights
5th Street between Market and Mission	12 new lights
Dr. Carlton B. Goodlett Place (In front of City Hall)	12 new lights

These new lights are a direct result of the community's desire for more lighting in areas where pedestrian use is high and lighting poor. The new lights are designed to put illumination on the sidewalk area to make the passage for pedestrians safer. The 5th Street and Golden Gate Ave light standards are approximately 27 feet high and will be painted green to match the street furniture in the area. The Civic Center light standards will be painted blue to match the City Hall street amenities.

Continued on page 2

"In order to receive as much community input into the design as possible it has been proposed that a Citizens Advisory Committee be formed."

Continued from page 1

It is anticipated that the actual construction work will begin in June starting with Golden Gate Ave. The work will then move to Dr. Carlton B Goodlett Place and then to 5th Street. The total construction phase is about 90 days. During construction the old lights will remain functional so the area will continue to be illuminated.

"Mint Alley"

Two projects are in the works on "Mint Alley" adjacent to the Old Mint between Market and Mission Streets.

54 Mint This site is an historic red brick structure being converted to commercial office space. It is designed to meet the needs of a growing commercial tenant and is approximately 16,700 total square feet. The completion date is scheduled for June 1999. The popular Mexican taqueira on the ground flood will continue to operate and serve the area.

22 Mint This site is being converted to 38 units of live/work, commercial office space and a restaurant. The live/work units are tailored to meet the requirements of the resident, small business owner or a media start-up company. The completion date is set for September 1999.

The Martin Building Co is developing both of these properties. You can view their website at www.martinbuilding.com for more information.

10th and Market Street

Bank of America is negotiating the sale of its property at 10th and Market Street. We are told that several proposals were received. Currently Bank of America is negotiating with joint venture partners who are interested in the property for affordable housing. Because the negotiations are ongoing, not much information is public. We have learned that there may be an announcement on the completion of a deal by June.

PAC MEETINGS

2nd Wednesday of each month

1231 Market Street
5:30-7:30

The meetings are from 5:30 to 7:30 p.m. at the Ramada Plaza hotel at 1231 Market Street. The public is encouraged to attend.

NEW TO OUR AREA

1026 MISSION STREET

1026 Mission Street, the former site of the Moss Lighting Co, has been purchased and is now home to the Raymond Garment Cutting Service. This thriving small business has been at 1026 Mission for approximately one year.

CAFÉ DO BRASIL

We welcome Café do Brasil to 7th and Market Street. Inside the Renoir Hotel and fronting on Market is the colorful yellow and green signage announcing the eatery. Owners, Elvia & Paulo Santos have relocated their long established restaurant from 7th and Mission to Market Street. Their loyal customers have followed them to their new location and they are quickly developing a new Market Street clientele.

Though the location is new the cuisine has maintained its high quality and true ethnic roots. For those not so daring to try churrasco, pizza and American menu items are available. Take out is available as well as fast, free delivery after 5 p.m. The Santos can also cater your party or office function. Call 626-6450 for a menu and more information.

CAFÉ ISTANBUL'LU

Proprietor Kamil Gurel brings a new flavor to the Market Street area. His Café Istanbul'lu at 986 Market Street specializes in Turkish cuisine. Besides unique specialty foods the menu also offers coffee, pastries, and sandwiches all at reasonable prices. The small café offers seating inside and sidewalk tables and chairs for al fresco dining. The hours of operation are from 8:00 a.m. to 8:00 p.m. For more information call 771-4740.

1113 MARKET STREET

1113 Market Street, the long vacant Hittenberger Building, is now occupied. The American Conservatory Theater costume department is housed at the site. The operation employs 30 craft persons and 5 managers at the Mid-Market location.

"THE GRANITE LADY"

Neglect has taken over this national historic treasure known as the "Granite Lady". This proud structure representing the prosperity of the Old West was built in 1874 to process the gold and silver from the Comstock Lode in Virginia City, Nevada. At one time this building held one-third of the gold reserves of the United States.

After the operations of the Mint were discontinued the building served as a Museum where lines of school children could be seen waiting to enter and other groups of young people sprawled on the steps and ate their lunch.

The building was closed in 1994 after suffering damage in the 1989 earthquake. The seismic retrofitting price tag is from $28 to $30 million. The building also needs modifications to make it accessible to the handicapped.

Under Mayor Frank Jordan a Citizens Advisory Committee was formed to determine the future uses of the Mint. The recommendations of the Committee did not result in any immediate action. Mayor Willie Brown has been responsive to the Mint and has obtained the General Services Administration agreement to sign off the transfer of the property to the City.

The required environmental clean up of the site was completed at the end of March 1999. On April 1st HUD's review and examination of the Steward McKinney Homeless Act was completed. The final step before the transfer can be completed is the State Historic Preservation Office approval of the covenants for the building's physical historic retention. At this point Governor Gray Davis has not appointed a director of the State Historic Preservation Office. It is this director that will sign off the covenants and then the transfer can proceed.

It is anticipated that a director will be appointed soon and the Federal Government and the City will negotiate the transfer at a nominal cost. by the end of this summer.

The Mid-Market PAC has written to Mayor Brown's office asking him to use his resources to help generate a public/private partnership that could help restore the Old Mint. The PAC stated that the unsightly condition of the Mint is a deterrent to the area and projects a negative image.

The PAC will continue to follow the Mint's issues.

OLD MINT AT 5TH & MISSION DETERIORATING

COMMUNITY CONCERNS

The Mid-Market PAC is community based and the public is encouraged to attend all PAC meetings and have their voices heard.

In the past several months two issues have come to the attention of the PAC that caused concern to the community. These issues were:

- The issuance of an off-sale liquor license for Rite Aid store at 1496 Market Street.

- The installation of two new advertising kiosks on Market Street. (South Van Ness and Valencia Streets)

The PAC staff was directed to write letters to City officials objecting to the two proposals stating that the undersigned PAC members did not feel it was in the best interest of the area. It was left to the discretion of each PAC member whether or not to sign the letter.

The outcomes of these proposals are mixed. Rite-Aid withdrew its request for an off-sale liquor license. The two advertising kiosks will be installed over the PAC's objections.

It is important that the City continue to hear from community groups such as the PAC. The PAC is a strong voice and will continue to let public officials know their support or opposition on issues. Once again the public is encouraged to be active in the PAC process.

PARK CODE ENFORCEMENT

Under Supervisor Amos Brown's guidance two public spaces in the Mid-Market area have been placed under the jurisdiction of Park Codes. These spaces, Hallidie Plaza at Market and Powell Streets and United Nations Plaza at Market and 8th Street are currently under Park Codes Sec 3.12, 3.13 & 7.03

These regulations state that it is unlawful for any person to camp, sleep between the hours of 10:00 p.m. and 6:00 a.m. or station or erect any table, platform, stand, monument or any other structure in any park area including Hallidie Plaza/United Nations Plaza without permission of the Recreation & Park Department.

The next step in helping to keep order in these public spaces will be to require permission to have alcoholic beverages on the premises. Supervisor Brown's office is pursuing this requirement for the plazas.

Mid-Market Project Area Committee

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Exit Theater

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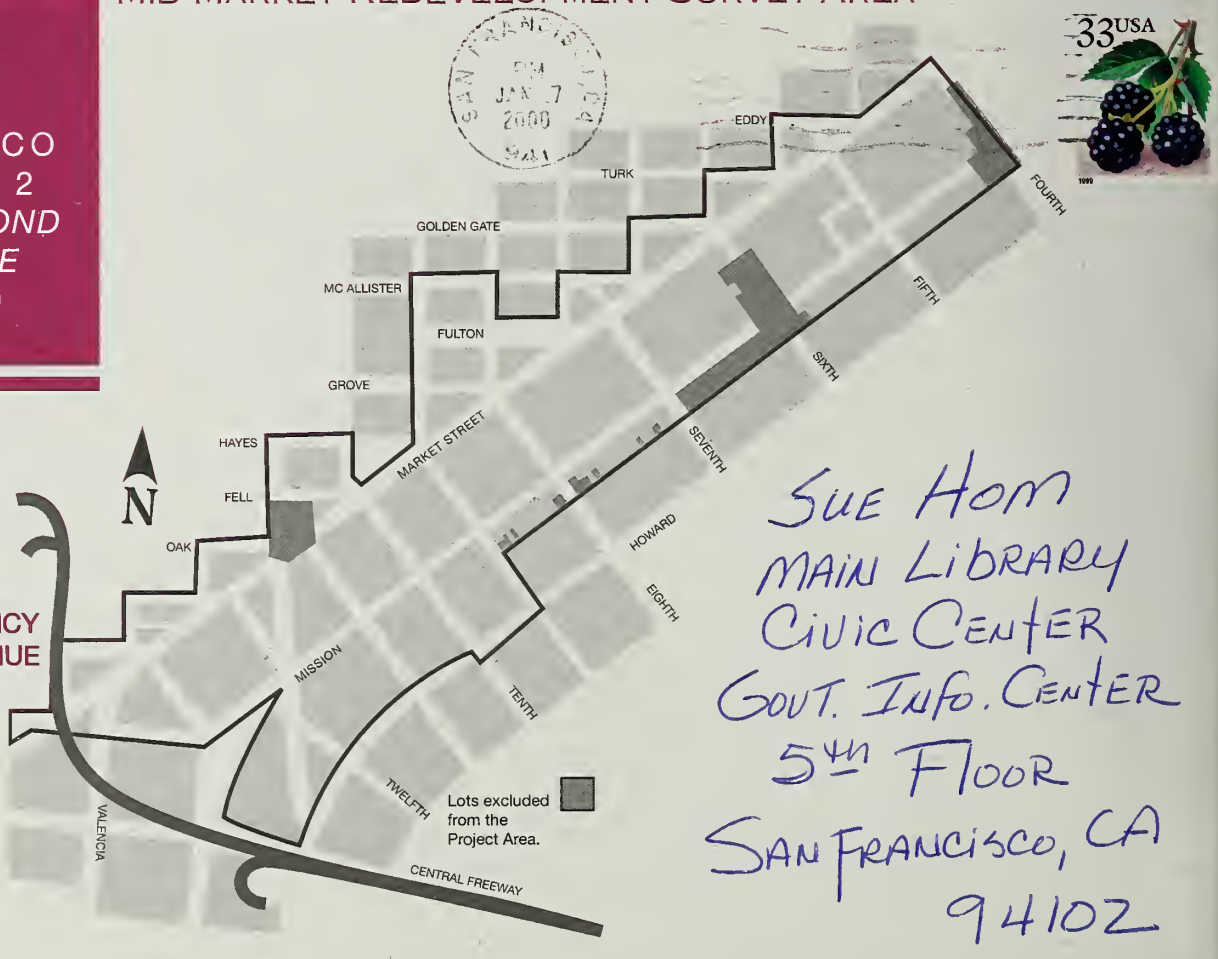
Mid-Market Redevelopment Survey Area



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PAC Mid-Market Redevelopment Survey Area NEWSLETTER

PROJECT AREA COMMITTEE
San Francisco
number 6

Rhonnel Sotelo, Mid-Market's Project Manager.

NEW PROJECT MANAGER: The Leadership Style of Rhonnel Sotelo

Mid-Market has for the past several months been under the leadership of Rhonnel Sotelo. He is leading the Mid-Market project and has been getting to know all of the PAC members and the Mid-Market area. Here is a brief interview with Rhonnel by Carolyn Diamond, PAC staff.

CD: You have quickly taken a leadership role in the planning for a Mid-Market Redevelopment Project. What is your background?

RS: I arrived at the Agency six months ago by way of Seattle. My wife and I owned a community planning and urban design firm up there called Urban Works. For seven years we worked hands-on with community groups on neighborhood-based planning and design projects. From 1995 to 1999 we worked on about 1/3 of the neighborhood plans prepared by the City of Seattle. Many of these communities were very similar to Mid-Market. Our firm's philosophy and objective was to

Continued on page 2

A MESSAGE FROM EXECUTIVE DIRECTOR JIM MORALES

I would first like to thank all members of the Mid-Market community who have dedicated their time and energy to improving their neighborhood. As an Agency dedicated to working in partnership with communities, we appreciate and laud Mid-Market PAC members and its constituents as it continues its efforts to revitalize the area.

As many of you may know, in August, the South of Market Project Area Committee (SOMPAC) voted against the proposal to consolidate Mid-Market into the South of Market Redevelopment Project Area. Since that time, the Agency has remained committed to ensuring we look closely at the possibility of an independent Mid-Market Project Area. I have directed my staff to continue to take the appropriate steps for continuation of the planning process to see if Mid-Market can be a self-sufficient and formidable stand-alone project. By this, I mean a project that can generate its own dollars to fulfill the plan that alleviates blight from the community. At the same time, part of our work will include identifying problems and solutions that can be acted upon by other government agencies. This would follow the same approach we took with the recently completed Mid-Market street lighting program.

Redevelopment can be a powerful tool for revitalizing neighborhoods, but by no means can it solve everything. Several strategies could be explored independent of adoption of a redevelopment project area. This might include re-zoning, redevelopment housing funds, business loan programs, coordination of other City resources, and use of a range of different public subsidies. These approaches will be reviewed for Mid-Market, and ideally, their implementation will increase the area's property tax and build a base to allow issuance of a bond for additional funds.

Your community's interest to revitalize the area is noteworthy, and the Agency will continue to move forward with a program that targets the alleviation of Mid-Market's blight conditions. I believe we can be most effective with an integrated approach that taps several resources to achieve the goal of neighborhood improvement. City Planning, for example, is the lead agency for long-range planning. Also, politically, District 6 includes Mid-Market and several other redevelopment areas. The member of the San Francisco Board of Supervisors representing the area should be aware of all the hard work that has been done, and encouraged to participate in the continuation of this work. I will ensure that redevelopment acts as an advocate for Mid-Market, recognizing that we have a role in addressing the area's blight. But Mid-Market's greatest strength is its own PAC, and it will be up to the PAC to take its energy to the community, the Board, and the Mayor.

We are most appreciative of Mid-Market's resolve to revitalize its neighborhood, and look forward to working together to turn the community's concepts into reality.

Jim Morales, Executive Director

"Your community's interest to revitalize the area is noteworthy, and the Agency will continue to move forward with a program that targets the alleviation of Mid-Market's blight conditions."

Continued from page 1

work with neighborhoods that were disinvested, multicultural, and in need of a lot of assistance.

CD: Since you are new to San Francisco you bring a fresh look to the Mid-Market area, what do you envision for the area?

RS: I think the PAC has a lot of ideas that are right on. I am very excited about the theatre rehabilitation. I am also excited about making the area a 24- hour area with residents and a mix of neighborhood serving and destination type of stores and services.

CD: What are your thoughts about consolidation with the South of Market Earthquake Recovery Project area?

RS: I inherited this topic, and had to catch up on it rather quickly. But, overall, I am supportive of this proposal. I agree with the staff recommendation that illustrates how consolidating, merging, expanding–call it what you will-- will benefit both communities. The areas have similar conditions of blight, they are contiguous, share similar goals and objectives, and even project ideas. Consolidation could be a very effective tool for redeveloping both Mid-Market and South of Market.

"We have a lot of work to do to make Market Street the stitching ground between North and South of Market communities... not the dividing line."

It is a good idea both fiscally and from a community- based planning perspective.

In the long term, South of Market would benefit. As our fiscal feasibility analysis shows, the tax increment eventually generated by the Mid-Market program will help promote the SOMPAC projects down the road. Both areas in the near-term could share in the infusion of funding that could be made available through a bond. I think this is a good long term strategy for alleviating blight in both areas, and we hope to come back with better answers and address the South of Market's expressed concerns so that they can reconsider the option.

CD: In blight analysis the highest concentrations are shown between 5th & 7th Streets. Our concept plan addresses this area, yet fiscal analysis show no real money generated out of Mid-Market for several years. How do you anticipate mitigating no start-up money?

RS: A number of things could happen. The Agency can participate in housing in Mid-Market with or without a project area. We can do housing in different forms. The Agency spends almost half of its, money on housing. Housing in combination with parking, office, theater/arts centers are all possible combinations. As long as housing can be made part of the equation, the Agency can make a lot of things happen.

Also, we are continuing to look at a Mid-Market partnership. This partnership would serve as the coordination point for channeling investment by other City agencies to Mid-Market. It would be a program coordinated through the Agency but not necessarily have Agency funding.

CD: As you know some North of Market groups are not pleased with being in the Mid-Market Survey Area and there is talk about starting their own Redevelopment Project. How can we convince them that one area is more efficient, timely and effective. Would the agency conduct community workshops, like in SOMPAC? How can we help the Agency get North of Market on board and join us?

RS: I think you are already helping. We have put out the invitation for them to join with us at PAC meetings and offered them PAC seats when available. The key is constructing development scenarios that meet their development goals and ours. The PAC can continue to do outreach with them. As part of our Planning Division's effort to ensure a community-based planning effort, we would be willing to conduct workshops for both groups and determine what should be developed in both areas and how these developments can be mutually beneficial.

CD: When do you anticipate Mid-Market to be declared a Project Area?

RS: If we continue at our current pace of planning to establishing Mid-Market as its own Redevelopment Project Area the schedule is showing Spring 2001.

CD: What becomes of the plans and studies if for some reason Mid-Market does not obtain the status of a Project Area?

RS: I don't want to think about that as option because we know that the area has findings of blight. The Agency has a role in Mid-Market and that role is to alleviate the blight particularly, if private market forces don't do the job. However, in lieu of a project area, we would help with the Mid-Market Partnership concept proposed in the area's Concept Plan. Implementing this strategy would allow this area to be able to benefit from all the prior planning and receive redirected investment from other City agencies.

CD: Can you summarize your thoughts on Mid-Market?

RS: As you know I have high hopes for this area and I want to be part of the solution to this area's difficulties. We have a lot of work to do to make Market Street the stitching ground between the North and South of Market communities not the dividing line. We want the whole area to be a very strong urban fabric.

PAC MEETINGS

2nd Wednesday of each month

1231 Market Street
5:30-7:30

The meetings are from 5:30 to 7:30 p.m. at the Ramada Plaza Hotel at 1231 Market Street. The public is encouraged to attend.

Within blocks areas vary from blight to world class amenities such as the Museum of Modern Art

NEW TO OUR AREA

THU

THU is the name of the Thursday antique and collectibles showcase in United Nations Plaza. The Fog City Flea Market and Market Street Association produce this event. Every Thursday from 11:00 a.m. to 6:00 p.m. selected vendors are in the plaza to sell their unique wares. One hundred white booths will eventually line the plaza offering everything from furniture to vintage clothing. The market promises, "something different every day". Shipping/mailing is available on site. Get your holiday shopping done at THU!

Visit THU, the Antique and Collectibles Market, on Thursdays at United Nations Plaza (7th & Market)

OLD NAVY

The exciting flagship Old Navy store on 4th & Market opened recently with a bang. This high tech designed environment using mechanical mannequins and hip music make shopping an experience. The inventory caters to all age groups including cutting edge baby togs. This store also includes a café. Check it out. Holiday hours will be Monday through Friday 9 a.m. to 9 p.m., Saturday 9 a.m. to 10 p.m. and Sunday 10 a.m. to 8 p.m.

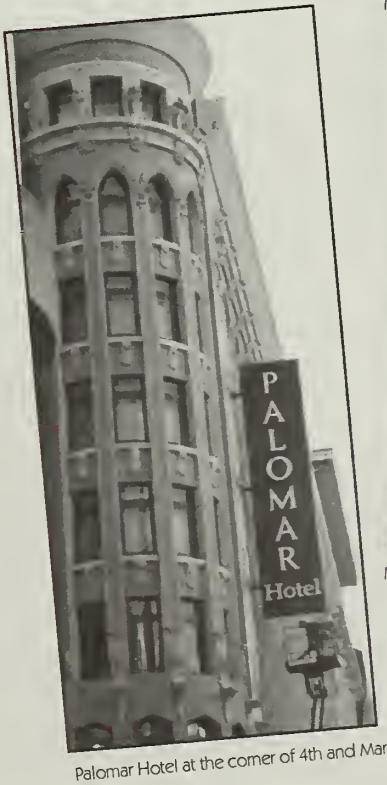
METROPOLIS HOTEL (25 Mason Street)

The site of the long vacant Oxford Hotel at Mason and Market is the new Metropolis Hotel. The hotel has been completely redone inside and out. It offers amenities such as an imac computer in the lounge for guests to retrieve their email away from home or office. On the corner of the hotel at street level a first class restaurant is in the works. The new restaurant, Belon, will feature an oyster bar and seafood. Veteran chef Paul Arenstam formerly from Rubicon restaurant will preside.

The renovated Metropolis Hotel

PALOMAR HOTEL (12 Fourth Street)

This new hotel sits at 4th and Market Streets next to the Old Navy store. This new contemporary designed boutique hotel features a small reception lobby on street level and quiet secluded guestrooms above street level. A fitness center, full concierge service and valet parking are a few of their amenities. Within walking distance from Palomar are world class retail stores, the SF Museum of Modern Art and even an ice skating rink. The in-house restaurant, the Fifth Floor, is open for breakfast and dinner. Veteran chef George Morrone formerly from Aqua restaurant presides.



Palomar Hotel at the corner of 4th and Market

NEW LIGHTS

New pedestrian friendly lighting on the blocks of Golden Gate Ave. from Taylor to Jones and on 5th Street from Market to Mission have been installed. This lighting project was the result of the efforts of the Mid-Market Project Area Committee (PAC), the Mayor's Office and the Department of Public Works (DPW). A celebration ceremony hosted by Mayor Brown was held on October 15,1999. The celebration, produced by DPW and the Market Street Association, featured especially produced banners hung from the new light standards thanking Mayor Brown, DPW and the Redevelopment Agency. A jazz band provided music and balloons created a celebratory affect. The Lurie Company, Martin Building Co., Nordstrom, and the SF Shopping Centre generously funded the ceremony.

New lighting program

Mid-Market Project Area Committee

Commercial Tenants
Tariq Alazarie
John Chang
George Lee
Peter Poulos

Social Service Organization
Goodwill

Arts and Cultural Organization
Exit Theater

Residential Tenants
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UNPlaza/Mid-Market Association

Commercial Property Owners
Vince Calcagno
Marty Cerles
Linda Corso
Harry Haines
Stanley Herzstein
Ralph Lee
Robert Meyers
Patricia Schade

Business Serving Civic Organizations
South of Market Problem Solving Council
SPUR

Community Development Organization
South of Market Foundation

PAC OFFICE
870 MARKET
SUITE 456
SAN FRANCISCO
C A 9 4 1 0 2
CAROLYN DIAMOND
LYNN VALENTE
415.362.2500

Mid-Market Redevelopment Survey Area

James Morales
Executive Director
Rhonnel Sotelo
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PAC

Mid-Market Redevelopment Survey Area

NEWSLETTER

PROJECT AREA COMMITTEE
San Francisco
number 7

A PARTIAL HISTORY OF MID-MARKET

by Kenneth Parker

Market Street 1953

Back in April, 1998, I moved into an apartment complex on Market Street at 8th called "Trinity Plaza Apartments". I hadn't been living there very long before I found out that I moved into a hotbed of history. First, a security guard pointed out a plaque outside the Mission Street door, with an inscription: "Del E. Webb Construction Co. 1961", and told me that this used to be a hotel, "Del Webb's Townehouse". I filed that away in my mind. Then, later on, a friend of my mother, when she heard where I lived, mentioned that she went into a mild depression when a market called the "Crystal Palace" closed down, to make room for Del Webb's. Among other things, she was in love with a person who worked at a flower stand there. That did it! I went to my local, corner library, called the San Francisco Main Library, which happens to be practically across the street from me, and started researching 8th and Market.

There is a historical photograph department on the 6th floor that is highly recommended if you want to find out more about a location or a building. I first asked for folders on Market Street and was immediately asked, "for when?" It turns out that they have pictures going back all the way to the 19th century. In these many folders, I found evidence of both Del Webb's Townehouse and Crystal Palace Public Market (it's full name). Now, I was obsessed. On my next visit, I asked for folders on the Crystal Palace and now saw my first glimpse of the inside. The best way to describe the Crystal Palace market is that it was like a farmer's market, only inside. Think of one of those big tents at a County Fair with booths in it. However, most of the booths were for food products. For example, from a full-page advertisement on Thursday, February 12, 1953 in the San Francisco Call Bulletin, Roy's Quality Meats was selling Steer-Beef T-Bone for $.89 a pound. American Fish and Poultry was selling Sliced Swordfish for $.65 a pound. Taste Good Bakeries was selling a Heart Shape Valentine Cake for $1.75 (which must have seemed expensive back then). There was a place called Long's Grocery in the Crystal Palace. Hmmm... Could it be related to Long's Drugs? I don't know. Anyway, among other things, you could buy 2 lbs of Wellman's Coffee for $1.46.

Demolition of Chrystal Palace on Market Street 1960

"they have pictures going back all the way to the 19th century."

I found a photo of Market Street taken on September 30th, 1953, which, in my not so humble opinion, shows Market Street at its best. It is reproduced at the top of this page. The Crystal Palace Market is the huge building on the right. The Orpheum

Continued on page 4

There are many new members on the Mid-Market PAC.

Here is a brief introduction of some of our new members.

RESIDENTIAL TENANTS

JOE BOLDEN

Joe works for *Poor Magazine* and lives on Market Street. He is one of our two residential tenants. Living in the heart of the Mid-Market Survey Area Joe has a unique view of the area.

He was "drafted" to sit on the Mid-Market PAC by his neighbor, former PAC member Ann Blackstone, who left the PAC because she moved out of the area.

His vision for the area is one that has no blight. He wants to see an even economic spread throughout the area. This would mean working people, with high, middle, and low incomes. An eclectic multicultural mix would be his ideal. This mix would be seen in businesses and residents in the area.

"wants to see the elimination of adult theaters and re-use into live performance theatres."

KENNETH PARKER

Ken probably has the most first hand knowledge of the area since he lives and works on Market Street. He has lived on Market Street since 1998 and recently took a job at *595 Market Street.*

Living on Market Street gives Ken the opportunity to see many good and bad things on the street. He wanted to get involved in some community group to help improve the area. Through triage he selected the MM PAC since it seemed that the most significant changes could be affected by Redevelopment.

His vision for the future of the area would be that people would not be afraid of Market Street. He takes BART or Muni to work in the early morning because he does not feel that it would be safe for him to walk at that hour. He does walk home from work at 4 or 5 p.m. since at that time of day there are many people on the street. He wants to see "real" retail on the street, not small electronic stores that all look the same. He wants to see the elimination of adult theaters and re-use into live performance theatres. He sites Fillmore Street where there are 24-hour cafes and stores are opened past 8:00 p.m. Since he lives in the area he wants to see more neighborhood services like dry cleaners and grocery stores.

"The area is lacking in restaurants and nightclubs so these establishments would come to the neighborhood and have a domino effect of other similar businesses following."

COMMERCIAL OWNERS

TRACY AUBUCHON

At fifteen years old Tracy read Armistead Maupin's Tales of the City and decided it was her destiny to move to San Francisco. When she completed college she packed up and moved to the City by the Bay.

Tracy is the Office Manager of *E-line Productions* at 537 Stevenson St. New to the Mid-Market neigh-

Continued on page 3

Continued from page 2

borhood, her company wanted to get immediately involved in the community.

The Mid-Market PAC presented the opportunity to learn about the area, become active community members, and be part of the process of making improvements in the area.

"Employees and customers of *E-line* need to be in an environment that is clean, safe and non-threatening". Her vision of the Mid-Market area includes nighttime destinations where she and fellow employees can conclude their workday. Clubs, coffee houses, bookstores would be within walking distance. People would be on the streets at all hours, making the area vibrant and safe.

RODERICK KIRACOFE

Rod is the representative for *1170 Market Street.* For most of his 21 years in San Francisco he was self-employed and did not have the opportunity to know the Market Street area as intimately as he does now. "I did not have a lot of day to day contact with downtown, but I certainly traveled up and down Market Street and have seen many changes." In his current job, with an office on Market Street and with *1170 Market Street* under his jurisdiction, Rod knows the Mid-Market area very well.

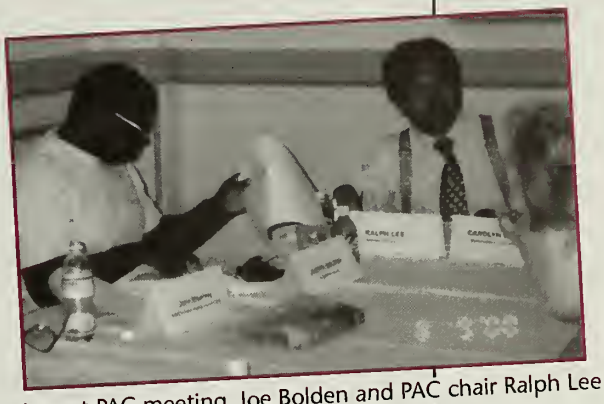
Rod saw the PAC as an opportunity to make a commitment to this area and to voice his ideas and concerns. He wanted to be a part of a group of concerned people who want to make a difference in this area and be a part of its future. He also saw the PAC as an opportunity to do a public service.

His vision for Mid-Market would include a thriving and lively mix of people, businesses, artistic/cultural activities and non-profit groups inhabiting the area both day and night. He also sees exciting possibilities for housing for all economic ranges. "I would like to see some of the old theatres revitalized and used for dance and other performance groups. Businesses from interesting small "mom & pop" shops/cafes/coffee houses/bookstores would all be present. He would like to see unique entrepreneurial mid and large-scale companies all co-existing in this area. He would like to explore any creative ideas that the PAC or the City can devise that would add vitality to the area.

PAC member Ken Parker, Project Coordinator Rhonnel Sotelo and Pac member Rod Kiracofe

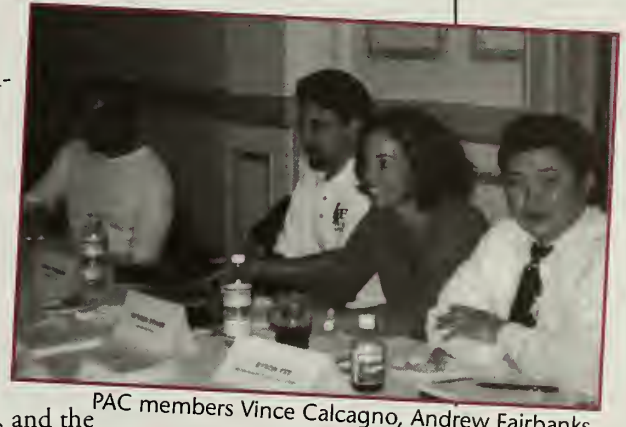
SAMUEL NOILY

Samuel represents the ownership of Mission Street properties. He is an architect by profession and was the Project Architect for TODCO's Wolfe House, an affordable housing development for seniors. He brings his experience in market rate housing to the Mid-Market PAC.



August PAC meeting, Joe Bolden and PAC chair Ralph Lee

His interest in the PAC comes from his belief that one should be invested in their neighborhood. One way to be invested in the neighborhood is to educate yourself. Know what is going on in the area, find out what else is happening and meet the other stakeholders.



PAC members Vince Calcagno, Andrew Fairbanks, Patricia Schade and Byron Yee

He believes in the MM area and feels that it is up and coming. The greatest force to improve the area is the market force. Mid-Market has all the elements for a strong market force, a great central location, easy access, and the next growth area. He wants to use the creative process and innovative deals to develop new things.
He likes what is in the area now but it needs more. More density will bring more street life. Market rate housing needs to be increased. Owners are more invested in their neighborhood and in turn they demand more services. Retail, services, and other neighborhood requirements will follow. Continued on page 4

"An eclectic multicultural mix would be his ideal"

PAC MEETINGS

2nd
Wednesday
of each month

1231 Market Street
5:30-7:30

Continued from page 1

Theater was playing "From Here to Eternity". Notice the Streetcars and buses. Notice the advertising. (Oh well, some things never change). But this picture looks like a Market Street we could be proud of.

Unfortunately, August 1, 1959 was a very sad time for many people. That was the day the Crystal Palace Public Market closed its doors for the last time. If you go to the Microfilm section of the San Francisco main library, look up August 1 and August 2 in all three of the San Francisco papers of the time and you can see it as it happenned. For example, on Page 24 of the Sunday, August 2, 1959 Examiner, the article is subtitled, "Lights Go Out--Forever".
The article begins, "The Crystal Palace Market closed its doors for keeps last night with discounted prices, a few tears, and an informal farewell party. After 37 years, the delicatessen on a grand scale at 1175 Market St bowed out to make way for an $8,000,000 drive-in hotel." The article goes on to describe the people, the tears, the discounts "...were supplied by a soda fountain, for example, which sold hot caramel sundaes -- regularly $.30 -- for just a quarter". A 12 year old boy had the honor of being the last customer, as he came in to buy 15 cents worth of cheese just a few minutes before closing. He was awarded a ham.

One picture that was depressing for me shows the demolition of the Crystal Palace in 1960, before Del Webb's Townehouse was built. You can see City Hall in the background.

As I was wading through Market Street pictures I found a very special one. It shows the Central Theatre, 1191 Market Street, at the same location as the Crystal Palace, Del Webb's Townehouse, and the current Trinity Plaza Apartments. Central Theatre opened December 22, 1900, and burned down with the 1906 earthquake. It appears from the picture that "Kidnapped" was playing.

PAC meetings are from 5:30 to 7:30 p.m. at the Ramada Plaza hotel at 1231 Market Street. The public is encouraged to attend.

Continued from page 3

PATRICIA SCHADE

Patricia represents the *Martin Building Co.* that owns three properties in the Mid-Market area. These sites, on Jessie Street and Mint Street surround the Old Mint.

Having recently moved their offices to the Mid-Market area the *Martin Building Co.* has become a community asset. Patricia has appeared before the Redevelopment Commission several times to testify on behalf of MM PAC issues. Since the Old Mint is a neighboring property there is high interest in the fate of the "Granite Lady's" future.

Visions for the Mid-Market area include the re-use of the Old Mint, new nighttime activities including the creation of an arts and theatre corridor. New retail and restaurants to enliven the area night and day, drawing consumers from the downtown area, the City's various neighborhoods and the Bay Area regions. "Parking is a high priority for the area to satisfy both short and long term needs." A Mid-Market partnership should be explored.

COMMERCIAL TENANTS

TARIQ ALAZRAIE

Tariq is the owner of *Café dot com*, one of the few cafes in Mid-Market that features indoor and outdoor seating. He has been on Market Street for almost five years. *The Bay Guardian* voted him the BEST INTERNET CAFE for 2000.

He got involved in the PAC because he saw no one else from his block on the committee. He is a very active community member and also serves on NOMPAC and the Lower Eddy/Leavenworth Task Force.

He wants Mid-Market to become a pedestrian corridor with residents and tourists sharing the amenities of the street. More police presence is needed and stricter enforcement is necessary for people to come to this area and feel safe. Currently 90% of his customers are tourists and arrive by foot. They need to feel safer in their travels on the street. Housing is the only way to create a dynamic atmosphere at night so more housing is a must. He would support the idea of a Mid-Market partnership where merchants and property owners contribute revenue so necessary improvements can be made and maintained.

KAT FORAN

Kat represents *Game-link* an Internet provider company.

Continued on page 5

Continued from page 4

Game-link's offices moved to Stevenson Street less than a year ago. Although *Game-link* is new to the area Kat is a San Francisco native and has spent many years in the downtown area and the Market and South of Market areas.

She sees many changes in all the San Francisco neighborhoods, unfortunately in Mid-Market the changes seem to be for the worst. She recalls coming by bus to Market Street as an adolescent and hanging out with her young friends. Now she wonders if any parent would allow their teenagers to be in the area. She sees drug sales, drug use, filthy streets and alleys, people approaching pedestrians asking for handouts.

Her vision is a neighborhood where one feels not only safe but also comfortable. " I don't feel afraid when I am in the area but I never feel comfortable. There is a difference between the two." She would like to see clubs in Mid-Market where workers could go to have a cocktail, dance and listen to music. A vibrant nightlife would contribute to the success of the new Mid-Market area.

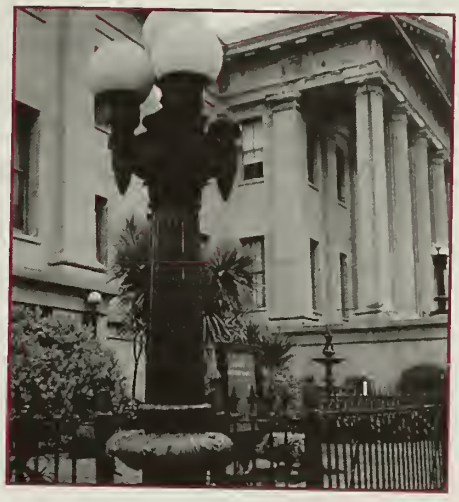
PETER POULOS

Owner of *Poulos Brothers* on Brady Street Peter is an event planner and fundraiser. Prior to owning his own business Peter worked as a policy advisor to Lt. Governor Leo McCarthy.

His interest in San Francisco politics and the Mid-Market area was a natural connection to the MM PAC. He knows that any major changes must have political will power and support.

Visions for Mid-Market would include a dynamic arts and theatre district with productions unique to San Francisco. One would come to the area to experience the diversity of the City's arts, museums, performances and restaurants. The neighborhood would offer a mix of cultural experiences that would be difficult to find anywhere else in the Bay Area. The Mid-Market area would be a place where he would send his out of town guests. Now he steers them clear of Mid-Market. "I want to tell my guests they can walk to any place on Market Street. Currently if my guests want to go to Market Street I call them a cab."

Public transportation would have funding so improvements could be made and public transit would be the mode of choice. Cars would share the street with transit vehicles yet traffic would move efficiently and smoothly. Fewer cars would actually be on the roadway since public transit offered such a viable alternative.



"re-use of the Mint, new nighttime activities including the creation of an arts and theatre corridor."

COMMUNITY BASED ORGANIZATIONS SOCIAL SERVICE ORGANIZATIONS

LINDA SCHANFEIN GOODWILL INDUSTRIES

Linda is the Director of Facilities of *Goodwill Industries.* They are located at 1500 Mission Street. Linda has been at Goodwill for 5 years and has served as the director for the past 2 years.

She wanted to be a member of the PAC because Goodwill's consumer base draws from the PAC area. As a staff manager of Goodwill working with the hard to serve groups that they train through their mission focused services, she felt that it was important to be involved in the changing environment of the PAC area. "I think our involvement helps our consumers and our neighborhood."

Her vision for the Mid-Market area would be an area that will allow residents, visitors and workers an environment that promotes safety, cultural entertainment, shopping and nightlife within an economically viable neighborhood. This neighborhood would be for all of San Francisco to share and enjoy.

"Clubs, coffee houses, bookstores would be within walking distance. People would be on the streets at all hours, making the area vibrant and safe."

Mid-Market Project Area Committee

Commercial Tenants
Tariq Alazraie
Andrew Fairbanks
Kat Foran
Peter Poulos
Susan Stryker

Social Service Organization
Goodwill - Linda Schanfein

Arts and Cultural Organization
ACT - Lesley Pierce
Exit Theatre - Richard Livingston

Residential Tenants
Joe Bolden
Ken Parker

Business Associations
Market Street Association - Carolyn Diamond
UN Plaza/Mid-Market Association - Byron Yee

Commercial Property Owners
Tracy Aubuchon
Vince Calcagno
Marty Cerles
Roderick Kiracofe
Ralph Lee
Susan Moseley
Samuel Noily
Patricia Schade

Business Serving Civic Organizations
South of Market Problem Solving Council - John Elberling
SPUR - Brett Gladstone

Community Development Organization
Tenderloin Neighborhood Development Corporation - Craig Adelman

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PROJECT AREA COMMITTEE
San Francisco
number 8

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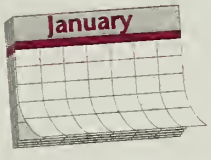
Mid-Market Redevelopment Survey Area

NEWSLETTER

A REVIEW OF THE YEAR 2000
WHAT HAPPENED? WHAT DIDN'T?

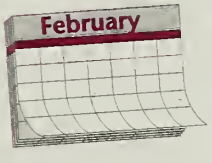
ARTS AND NON-PROFIT



A consortium of San Francisco arts groups was formed to deal with the shortage of exhibition, performance and rehearsal space for arts groups in the City. This consortium included City officials, SF Grants for the Arts, the Executive Director of the Yerba Buena Center and various arts and performance groups. Mid-Market became a focal point for groups needing new homes. PAC staff and Redevelopment staff met with various groups to discuss a partnership and help find space for arts and non-profit organizations. A study was commissioned to examine the current crisis and help develop solutions.

NEW OWNERS

The Warfield Building and three other attached parcels in the Mid-Market area were sold. The new owners began looking at several possible development scenarios. These scenarios included a mixed-use parking structure on one of the four parcels, night-time entertainment venues and office space that may include offices for art and non-profit groups.



ARTS AND NON-PROFIT

The Oddfellows Building (7th & Market) became the center of attention for dance and performance groups. Its high ceilings and large floor plates and easy public transit access made it a near perfect home for arts groups seeking new space. However, it was later learned that the building which was for sale had been removed from the market.

HOUSING

The former Bank of America site at 10th & Market Street was acquired by Tenderloin Neighborhood Development Corp and Citizens Housing Corp. Plans were announced that the new development would include ground floor commercial space, office space, multi-media space and 500 units of housing.

COMMERCIAL DEVELOPMENT

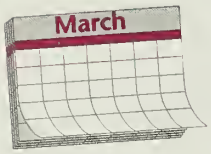
835 Market Street, the former Emporium department store, was still plugging along toward obtaining City approvals to construct retail, offices, theaters, and a hotel. Demolition/construction was expected to begin in September 2000.

Continued on page 2

help find space for
rts and non-profit
rganizations."

MID-MARKET BUDGET

The SF Redevelopment Agency's 5-year budget plan draft was released. Mid-Market was earmarked for planning funds only, no development revenue was included. A letter was drafted to the Redevelopment Commissioners asking if it is the intention of the Agency to include capital funding for project implementation and to state if it is the intention of the Agency to proceed with a fiscal merger with the Golden Gateway in a timely manner.

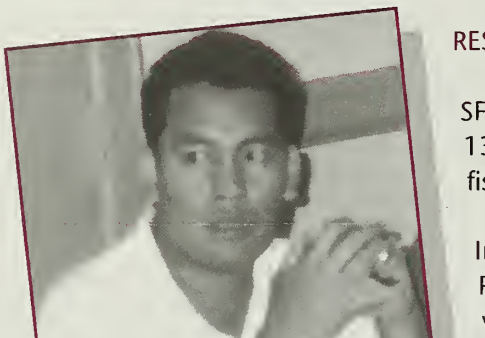


BLIGHT ANALYSIS

In accordance with State law a Blight Analysis report must be completed to proceed with the declaration of the Mid-Market area as a Redevelopment Project Area. Blighted areas must have evidence of at least one or more conditions of physical blight and one or more conditions of economic blight. The Blight Analysis study was begun.

PLANNING GOALS AND OBJECTIVES

A comprehensive list of planning goals and objectives was developed for the Mid-Market area. It was a draft document composed by the former Citizens Advisory Committee and adjusted by the current Project Area Committee.



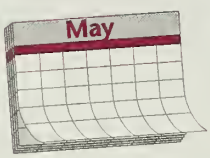
Rhonnel Sotelo, Project Manager

RESPONSE TO PAC LETTER

SF Redevelopment Agency Executive Director Jim Morales responded to the March 13, 2000 PAC letter that asked about capital funding for project implementation and fiscal merging with Golden Gateway.

In his letter Morales first stated the Agency's commitment to implementing a Redevelopment program in Mid-Market. He stated that the costs of proposed redevelopment programs must match the revenues that can be generated by the project. The determination of that cost will require a financial feasibility analysis. The Agency will seek a range of different funding sources that go beyond future Mid-Market tax increment.

Regarding fiscally merging with Golden Gateway he stated the Agency does not intend to finance the Mid-Market Project by fiscally merging it with the Golden Gateway Project. However, consolidation with the existing South of Market Redevelopment Project Area, which is already fiscally merged with Golden Gateway can still be examined. This would allow Mid-Market to participate in future capital revenues generated from Golden Gateway bond issuance and allow additional future tax increment revenues.



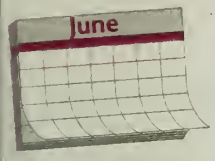
MID-MARKET UPDATES SF REDEVELOPMENT COMMISSION

PAC members gathered at a SF Redevelopment Commission meeting to brief the commissioners on the progress of the Mid-Market project. Joining PAC members were several representatives from arts groups who supported the Mid-Market project and spoke in favor of an arts district in the area.

SF CHRONICLE EDITORIAL

The SF Chronicle published an editorial describing the plight of arts groups seeking space in the City. It supported the study being conducted by the City's Grants for the Arts, the Art Commission, and the Hewlett Foundation to seek out the problems and possible solutions to this crisis.

Continued on page 3

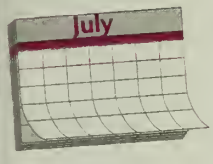


PLANS FOR THE CIVIC CENTER

The SF Bureau of Architecture gave a brief presentation of new design concepts for the Civic Center Plaza. The PAC was enthusiastic over the design for the Civic Center but strongly urged that United Nations Plaza be included in re-design plans.

LETTER TO THE SF REDEVELOPMENT COMMISSIONERS

A second letter was drafted to the SF Redevelopment Commissioners asking the Commission to take a position regarding a fiscal merger for the Mid-Market project with the Golden Gateway project area.



PLANS FOR UNITED NATIONS PLAZA

One million dollars was obtained from the Federal Government by the SF Bureau of Architecture for renovation of United Nations Plaza. This renovation will include landscaping and lighting. The project completion date was slated for July 2001.

AGENCY RESPONSE TO MID-MARKET LETTER

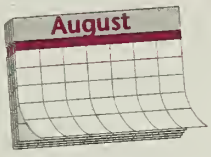
Executive Director Jim Morales visited the Mid-Market PAC in response to the second letter from them asking for a definitive answer to the question of fiscal merging with the Golden Gateway Project. Morales stated that the Agency position is for Project Areas to be self-sufficient. If a fiscal merger is to be considered the final decision will have to be approved by the SF Board of Supervisors and the Mayor.

EIR FOR MID-MARKET

EMC Associates Joint Venture, EIR consultants, was approved by the Redevelopment Commission to begin the environmental impact report for Mid-Market.

GSA DESIGN REVIEW COMMITTEE

Members of the Mid-Market PAC were elected by fellow PAC members to sit on the design review committee for the General Services Administration building which is to be constructed at 7th & Mission Street.

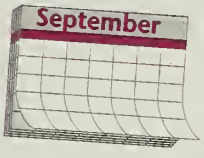


EIR UPDATE

Agency staff distributed Project Description Mid-Market Redevelopment Plan (Draft2) and Mid-Market Development Scenarios-Potential Redevelopment Sites. These documents, along with a projects list have been developed to assist the EIR consultants.

835 MARKET STREET UPDATE

The 835 Market Street project (Emporium building) continued public hearings.



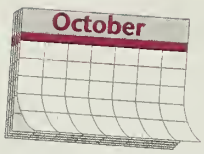
MID-MARKET REDEVELOPMENT BOUNDARIES

Mid-Market area boundaries are presented. The most likely boundaries for the project area will cover 5th to 8th on Market and 5th to 10th on Mission Street. These boundaries will include the streets and alley ways in between Market and Mission. The recommendation of the PAC to consider including the blocks from 7th to 10th on Market was presented to the Agency Director Morales. The final recommendation of boundaries will be presented to the PAC in February 2001.

UPDATE ON THE MINT

The Director of the Mayor's Office of Economic Development discussed the status of the Old Mint at 5th & Mission. The City will accept the Mint from the Federal Government once a Programmatic Agreement is reached. It is the intent of the City to couple this Programmatic Agreement with historic tax preservation credits and bring in a developer to foot the bill of approximately $20 to $25 million for improvements.

"obtained one million dollars from the Federal Government for renovation of United Nations Plaza"

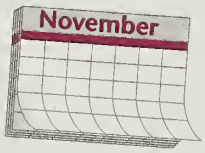


PROJECTS LIST

The Potential Projects list that was developed several months ago is once again presented to the PAC for review. The PAC made some minor changes to the potential projects list yet continue to wait for cost estimates of the projects before setting priorities. Fiscal consultants will begin to put together their data based on these projects.

GSA DESIGN COMMITTEE REPORT

PAC members sitting on the design committee for the GSA building report that the preliminary designs for the 7th & Mission Federal building include a large plaza in front of the building and some ground floor retail is being considered. It is agreed that the PAC send a letter to the design committee giving them our input into the design and requesting that some of the facilities that we are seeking in Mid-Market be incorporated into their space.



MAIN STREET PRESENTATION

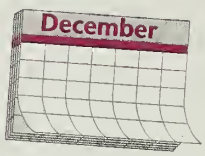
Main Street, a national organization designed to help revitalize depressed neighborhoods gave a presentation to the Mid-Market PAC. This program could be used as a model for a public private partnership in the Mid-Market Project Area.

NON-PROFIT AND ARTS ORGANIZATIONS

Non-profit and arts organizations continued to seek affordable space. Supervisor Tom Ammiano sponsored legislation that approved $1.5 million from the General Fund to give respite and breathing room to arts groups. The California Lawyers for the Arts will administer the Fund. The Mayor's Office of Community Development formed and coordinated the Partnership for Affordable Non-Profit Space to seek solutions to the non-profit crisis. In a combined effort $1.25 million has been secured to assist arts and non-profit groups.

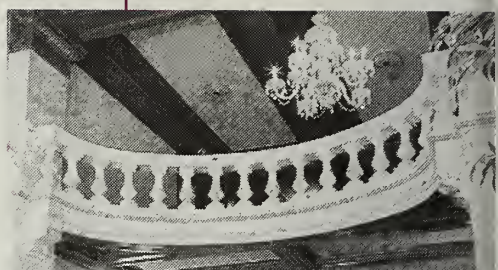
SUPERVISOR YAKI INTRODUCES LEGISLATION

Supervisor Michael Yaki introduced interim control legislation which would effect Mid-Market property owners. The proposed legislation requires landlords to maintain current leases to non-profit groups for the next 12 months. The legislation designates that if a non-profit tenant moved out of a space the landlord may only rent that space to another non-profit organization.



DECEMBER PROJECTS LIST

Mid-Market PAC set priorities for projects to be developed once the area is declared a Redevelopment Project Area. The projects were sorted into phases. Over 30 projects are on the list.



PAC meetings are from 5:30 to 7:30 p.m. at the Ramada Plaza hotel at 1231 Market Street. The public is encouraged to attend.

"The legislation designates that if a non-profit tenant moves out of a space the landlord may only rent that space to another non-profit organization."

PAC MONTHLY MEETINGS

2nd Wednesday of each month

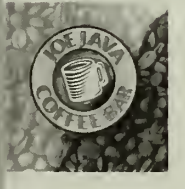
1231 Market Street from 5:30-7:30

Continued on page 5

What happened to these projects, legislation and ideas? Here is a quick wrap-up

SURVEY STUDY OF THE ARTS ORGANIZATIONS

This study was released in October. The study inventoried approximately 100 arts groups. Basically about one-third of the spaces have leases that will run out in the next year or two. Supervisors Ammiano and Yaki proposed legislation to set aside revenues to assist non-profit and arts groups. Supervisor Ammiano's legislation set aside $1.5 million from the general fund to assist arts groups. (Passed in October 2000). Supervisor Yaki's legislation proposed an appropriation of $3 million to non-profit service and arts organizations. $500,000 will be designated to provide short-term emergency rental and displacement relief. The remaining $2.5 million will be part of a capital fund utilized, in part, to acquire and redevelop real property for all non-profit groups. (Passed November 2000)



NEW OWNERS

The Warfield Building (998-980 Market St.) new owners sold the building to the Fang Family which is publishing the Examiner.

The Grant Building (1095 Market St.) and the Weinstein Building (1035 Market St) were purchased by Seligman Enterprises.

National Dollar Store (929 Market St.) purhased and represented by Terranomics.

61-951 Market Street, includes the St. rancis Theatre. In escrow.

NEW TENANTS

989 Market Street
SMWM
Architecture- Interior Design - Planning

Jossey Bass
A Wiley Company
Publishers of Business & Professional Books

998-980 Market Street
Examiner Newspapers

1019 Market
Cartoon Art Museum (Pending)

GSA BUILDING

at 7th & Mission Streets
continues its design work.
The building is scheduled to open in 2005.

HOUSING 10TH & MARKET

The property has been purchased and plans are moving forward on this mixed use project.

835 MARKET STREET

(BLOOMINGDALES)
Approval completed. Expected opening of project 2002

MID-MARKET BUDGET

No changes were made. Fiscal merger question pending.

OLD MINT Negotiations continuing

SUPERVISOR YAKI LEGISLATION

Interim control legislation is at the Planning Department for review of environmental impacts. It will be assigned to the Transportation and Land Use Committee of the Board of Supervisors in January 2001.

PARKING STRUCTURE Jessie Street between 5th & 6th Street. Slated to be built by Nordstrom.

THERE ARE OPEN SEATS ON THE PROJECT AREA COMMITTEE FOR RESIDENTS OF THE MID-MARKET AREA

changes

Mid-Market Project Area Committee

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Tariq Alazraie
Donna Dessart
Kat Foran
Peter Poulos
Susan Stryker

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James Morales
Director
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Mid-Market Redevelopment Survey Area

NEWSLETTER

PAC

PROJECT AREA COMMITTEE

San Francisco
number 9

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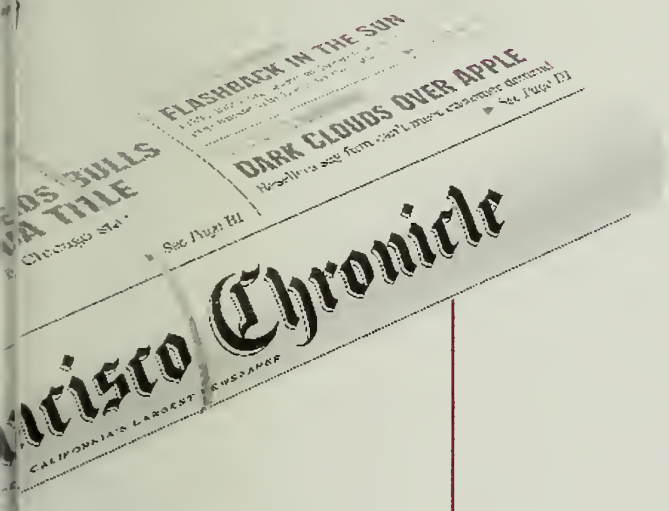
MID-MARKET
WHO WANTS WHAT?



Mid-Market has been getting a lot of press lately. Stories featuring Mid-Market have appeared in the *SF Business Times, San Francisco Magazine, SF Chronicle* and a series in the *SF Examiner.*

Each featured different views of the Mid-Market Street Project Area.

What will the Mid-Market Street area look like in the future? What do people envision the neighborhood to be? Here are some thoughts:

Tim Dechand - Hotel desk clerk, Tenderloin area resident.

Right now there is a lack of things for local people to do. There should be some entertainment like an arcade and at least one second run movie theater. Everyday on my way to work I have to pass through a gauntlet of drug dealers. In the future I hope the constant presence of drug dealers will be eliminated. I hope I can feel safe walking to work.

Mary Millman - Promoter of the Fog City Flea Market at United Nations Plaza

My vision is that Mid-Market be the host of a world class metropolitan outdoor market like the Paris Flea. I also envision a civic promenade starting at our Beaux Arts City Hall rolling through the Civic Center plaza, past the main library and the soon to be finished Asian Art Museum, through historic United Nations Plaza down to Market Street.

Quintin Mecke - South of Market Anti-Displacement Coalition

The vision of Mid-Market would be one that uses the resources of the community. Hotel tenants, the Filipino community, small businesses,

" Stories featuring Mid-Market have appeared in the SF Business Times, San Francisco Magazine, SF Chronicle and a series in the SF Examiner."

press

Continued on page 2

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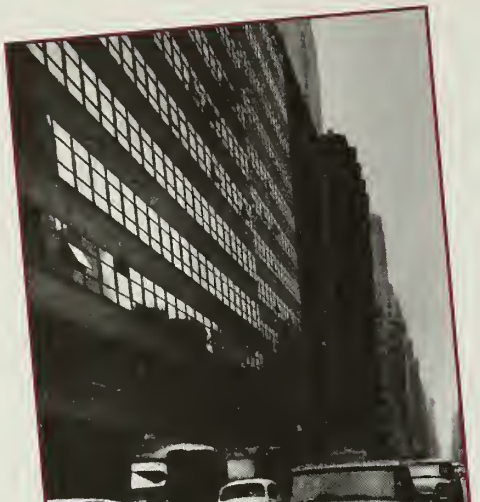

"In the almost 20 years I have been here I can't really say the area is better."

Friday the 13th was a lucky day

for our Project Leader *Rhonnel Sotelo* of the Redevelopment Agency. His wife gave birth to a baby girl. Best wishes to the Sotelo family.

VACANCY

The Mid-Market PAC has vacancies in the category of Residential Tenants. If you live in the Mid-Market area and would like to serve on the Project Area Committee please call the PAC staff office at 415-362-2500 for more information.

non-profits and the senior population would have a strong participation in creating the plan for Mid-Market. There would be space and acknowledgment for them. If I were standing in the Mid-Market area I would like to see affordable housing, buildings for non-profits, art spaces and residential serving small businesses.

Jason Dilley- Artist - Director of Project Face to Face

At the handful of MM PAC meetings I have attended I've witnessed a general desire for commercial arts in this area that will draw local citizens and tourists. I have the vision to create a variety of community-based programs and organizations in this area that include: art, film, dance and music. I have learned while exhibiting my work at the Smithsonian Institution that enrichment of any community must include programs that appeal to a variety of cultures and ages. Long term workshops, programs and public displays would attract people to this area. The Redevelopment agenda cannot be one that is solely motivated by commerce. At this time in SF's history we lack a variety of affordable spaces created by the hearts of the local residents. I believe we already have a strategy for homemade templates for this situation in the many activities and organizations that thrive on public interest and financial support as seen at the Fort Mason piers.

David -Manager of Power Vision for 11 years
Market Street, between 6th & 7th Street

This is a main street. There should be businesses, restaurants, bookstores, and cafes. We need something central like a multiplex movie theater or a playhouse. In some current vacant space there should be a police sub-station so there is a police presence on Market Street.
Right now the drug dealing here is like a free market, people are hanging out, standing in doorways doing or selling drugs. This kind of activity scares people and we lose business. The area needs to be free of graffiti and people sleeping on the sidewalks and in doorways. Everything would be OK if we get rid of this kind of presence. There has to be a balance of good and bad. Now the balance is on the bad side. We need foot patrol officers and a continuous police presence in this area so our future will attract more businesses.

Phil Carter - Farmer
Vendor at the Heart of the City Farmers Market
In United Nations Plaza for 18 years

In the almost 20 years I have been here I can't really say the area is better. The City doesn't care about this area. There has to be an effective policy to take care of the crime. If the City wants to take care of the crime they will, but so far it hasn't happened. The crack smokers, drug dealers, encampments and drunks make people afraid to walk through this area. The types of people we have to deal with everyday make it difficult to do business. Improvement in this area will come when it's cleaned up. Businesses will come if the area is in better shape. Housing and new retail would be a good thing. The area is actually beautiful, I wouldn't change it. But, the drugs and homeless encampments have to go.

Walter Flores - SF Resident Mid-Market Street patron

There are blatant drug dealers on the street. I'd want to eliminate them, they are harassing people. They take away from my concept of the City that is a cosmopolitan city. I've been around the world 2 times and I've never seen so many homeless people on the street. San Francisco seems to be a Mecca for homeless. I talk to some of them and they are from every place but SF. I want to see them get help and get off the street. I'd like to see places in this area where I could experience cultural things like museums. I want to see more affordable housing, more of a neighborhood. It used to be that when you walked down Market Street people would say hello to you and be friendly, not now. Police foot patrols on the street would be helpful.

SIDEWALK STEAM - CLEANING UNDER WAY IN MID-MARKET

Several property owners are now participating in a Mid-Market sidewalk steam-cleaning program organized by the Market Street Association. Currently 19 buildings are having their sidewalks steam-cleaned once a month.

Maintenance of the sidewalks is an important component in the improvement of this area. The goal of the sidewalk steam-cleaning program is to have all owners participate. We thank the property owners who have chosen to participate and acknowledge their commitment to the neighborhood. We also urge those owners who are not participating in the program and are not steam-cleaning on their own to do so. For more information on the Market Street program call 415-362-2500.

OWNER PARTICIPATION RULES

The Mid-Market Redevelopment plan, which is being created by the community's Project Area Committee, has a supplemental section known as Owner Participation Rules. The Redevelopment Agency may require that owners participate in the redevelopment of their property in accordance with the provisions of the Mid-Market Redevelopment Plan. The PAC's "Projects Committee" has suggested that owners of particular properties be required to participate in the redevelopment of their property. These particular properties include:

- Single Room Occupancy Hotels and other properties containing ten or more residential units.
- Adult Entertainment Establishments
- Theaters
- Facade and Storefront Improvements for properties located along Market Street and/or within the Market Street Theater and Loft National Register Historic District
- Potential Cornerstone Sites:
  - Grant Building
  - Oddfellows Building
  - Mint Mall
  - Potential GLBT Museum and Cultural Center Site

Owner Participation Rules assure that existing property owners have the opportunity to participate in the redevelopment of their property. If owners choose not to participate, the Agency can negotiate to purchase the property at fair market value. If no negotiated purchase agreement is reached, the Agency can acquire the property using eminent domain.

NEW HOUSING ON MARKET STREET

At the April 11th Mid-Market PAC meeting Mr. Carl Danielson presented his organization's proposed housing development at 949 Market Street. The project consists of 140 condominiums. 10% of these units will be listed at below market rate.

Total new construction would be about 241,200 square feet. The project site is approximately 23,400 square feet and is located in the middle of the block on the south side of Market Street between Fifth and Sixth Streets. It is within the C-3-G (Downtown General Commercial) and 120X Height and Bulk Districts. The project will require an Environmental Impact Report.

According to the project description the site has frontages on both Market Street to the north and Stevenson Street to the south. Building occupants and guests would enter the proposed building from Market Street into a lobby flanked by two retail spaces. Two elevators located within the lobby would provide access to the residences on the floors above. It is estimated the building would include 72 one-bedroom unites, 64 two-bedroom units and four studios. The project would provide a total of 120 parking spaces, situated in the basement and on the ground and second levels. The vehicular entrance is on Stevenson Street.

MID-MARKET ZONING & REGULARTORY CONTROLS

The PAC's "Projects Committee" has also drafted zoning and regulatory control measures. These will be presented to the full Mid-Market PAC for necessary revision and then approval. Here are some the of the highlights:

- Prohibit office on ground floor, basement, mezzanine level (allow only retail and retail-like office space
- Re-define non-profit uses; consider classifying as community services
- Establish an inclusionary affordable housing requirement for future projects in an effort to generate more affordable housing and economic integration.
- Establish an inclusionary affordable non-profit space requirement for future commercial projects.
- Create incentive programs for non-profit space development via density bonuses for height and FAR limits, etc.
- Establish demolition/conversion controls with replacement requirements for non-profit office space, potentially modeled after City controls for housing and residential hotels.
- Establish "1 for 1 replacement" for housing units demolished or converted for the redevelopment project as a whole.
- Parking: Eliminate the parking requirement for the Mid-Market Project Area.
- Prepare Urban Design Guidelines and establish signage and facade urban design controls/standards.

Mid-Market Project Area Committee

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Donna Dessart
Kat Foran
Peter Poulos
Susan Stryker

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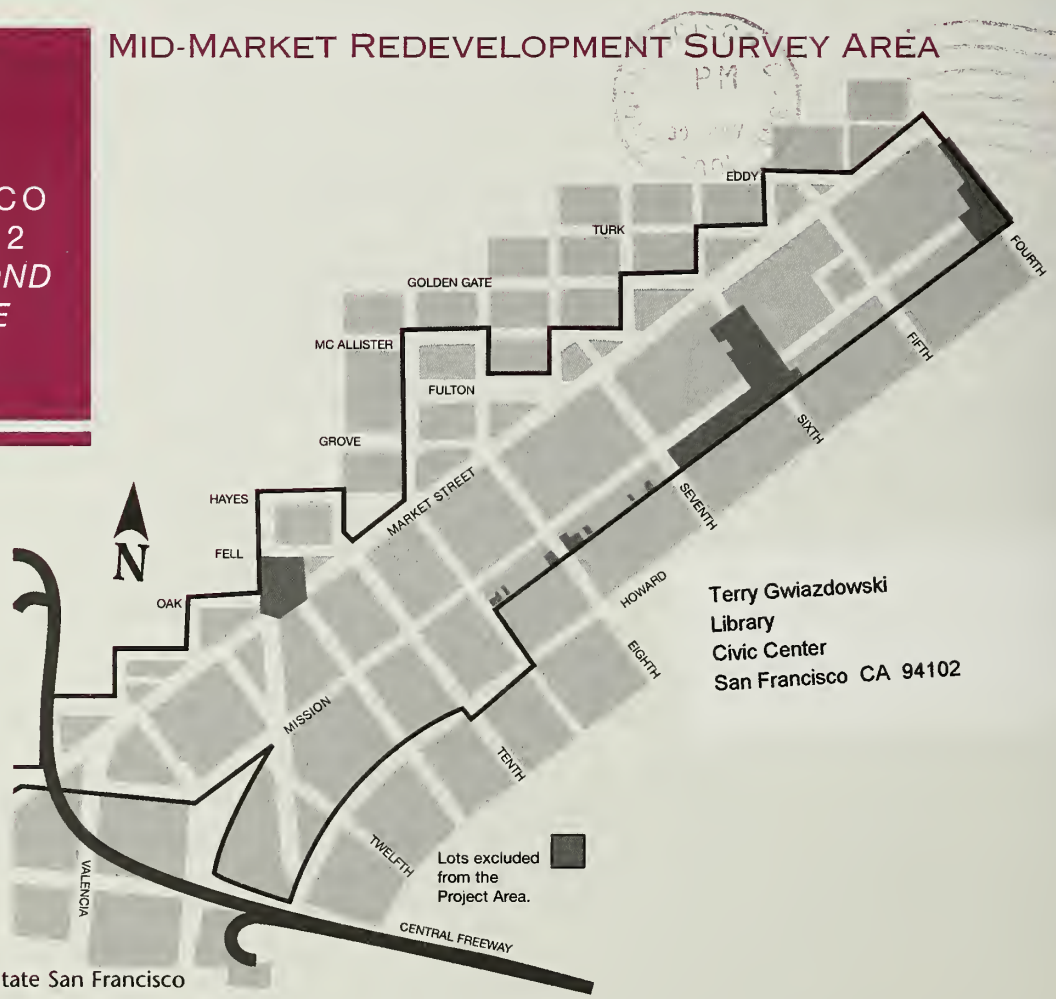

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Mid-Market Redevelopment Survey Area

NEWSLETTER

MID-MARKET PROJECT DEVELOPMENTS

The economy is slowing down. The development frenzy seems to have cooled. The inquiries about the Mid-Market area are not as frequent. However, there are Mid-Market development projects proposed and a couple are on the road toward completion.

PROJECTS THAT ARE UNDER CONSTRUCTION / RENOVATION:

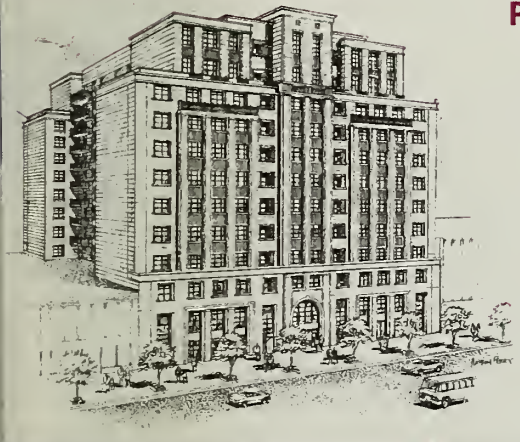
- 1035 Market Street
  Rehabilitation / Class A Office Project with ground floor retail
- 1000 Market Street
  Community Housing Partnership. Ground floor renovation for a Mid-Eastern restaurant

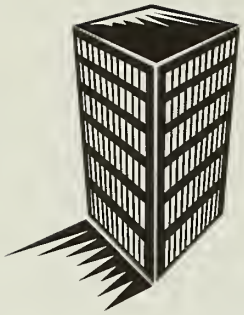
PROPOSED PROJECTS:

- One Powell Street
  Bank of America building, renovation for retail
- 865 Market Street, Bloomingdales project
  Retail, offices, hotel
- 1125 Market Street (Embassy Theater Site)
  Garden Suite-Style Hotel with ground floor retail or restaurant use
- 1029 Market Street
  35 condominiums, ground floor retail
- 949 Market Street
  120 condominiums, ground floor retail
- 469-479 Stevenson Street
  Parking structure with ground floor/mezzanine uses
- 67-91 Turk Street
  3-story revenue parking, office space, and ground floor retail
  Future phase: Residential Mixed use or executive/suites hotel

Continued on page 2

949 Market





7th and Mission Streets
General Services Administration Building (see article below)

1146 Mission Street
Residential, retail, office, revenue and residential parking

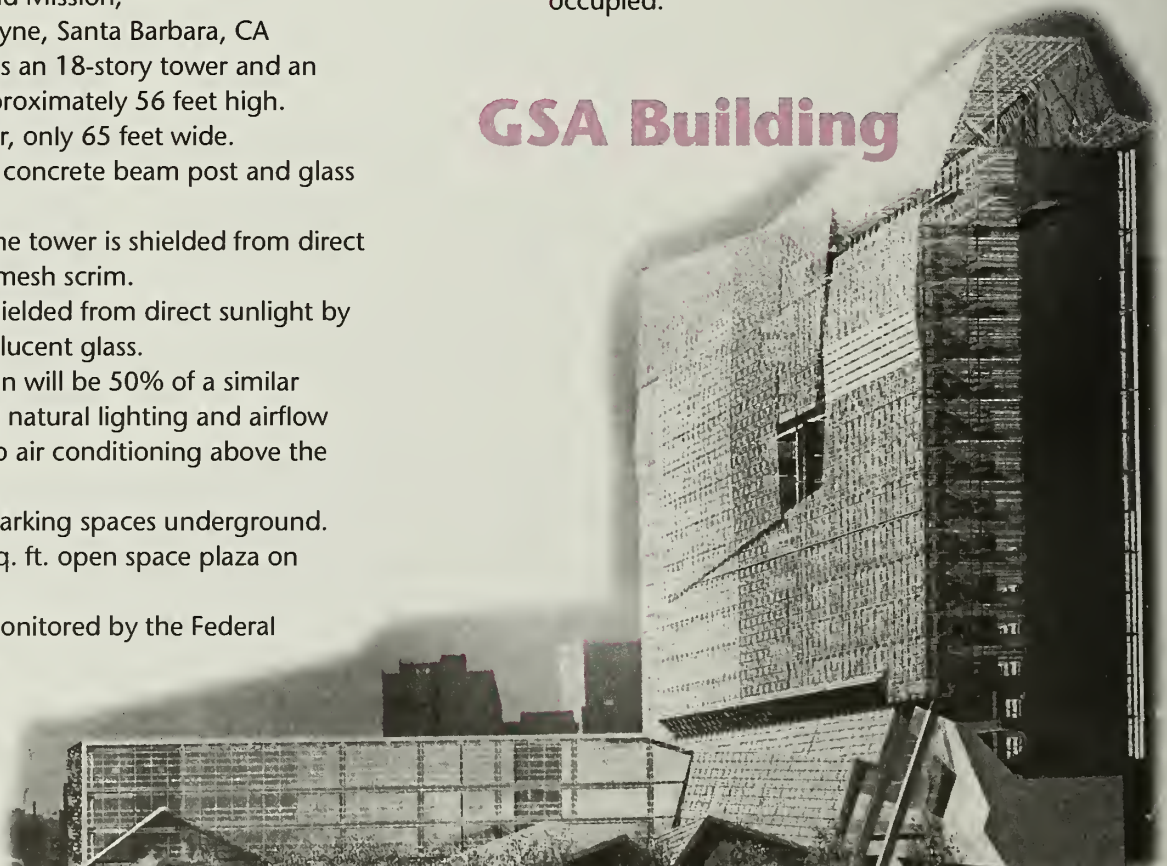
1340-90 Mission Street between 9th and 10th Streets
Affordable housing

GSA Building 7TH & Mission Streets

If you were beginning to think that the Federal Building was never going to happen at 7th and Mission, think again. Recently the Project Manager for the GSA building has been making public presentations to neighborhood and community groups. News articles are beginning to appear in the local papers.

The reaction to the design of the building has been mixed. Here are some facts and figures about our new neighbor:

- Location: Three - acre project on 7th Street between Market and Mission,
- Architect: Tom Mayne, Santa Barbara, CA
- The project includes an 18-story tower and an annex building approximately 56 feet high.
- The tower is slender, only 65 feet wide.
- The construction is concrete beam post and glass infill.
- The south wall of the tower is shielded from direct sunlight by a steel mesh scrim.
- The north wall is shielded from direct sunlight by vertical fins of translucent glass.
- Energy consumption will be 50% of a similar building due to the natural lighting and airflow systems. There is no air conditioning above the 6th floor.
- There are 47 - 50 parking spaces underground.
- There is a 37,000 sq. ft. open space plaza on Mission Street.
- The plaza will be monitored by the Federal Protective Services.
- The field office will be responsible for programming the open space.
- Amenities open to the public:
  - Cafeteria -serving breakfast and lunch
  - Child care center (50% of the openings may be used by the public)
  - Fitness center
  - Conferencing center
  - Sky garden with coffee bar
- Some of the tenants in the project will be Health & Human Services, Dept. of Labor, Social Security, and a Passports Office.
- Initially there will be 1,600 workers in the project, eventually it will house 1,800 workers.
- Construction is anticipated to begin in Sept. or Oct. of 2002. By June 2005, the project will be occupied.



Old Mint - New Uses

On August 1, 2001 Mayor Brown appointed a 9 - person task force to recommend new uses for the Old Mint at 5th and Mission Street.

The City is currently negotiating with the Federal Government a possible purchase of the building.

The task force will meet for the next year to determine possible uses for this historic structure. There is approximately 55,000 sq. ft. of usable space inside.

The Old Mint, constructed in classical style in 1869, operated as a mint until 1937. After 1937 the Mint housed offices for the US Treasury Dept. The interior space was remodeled in 1972, this remodeling took four years. The US Treasury Dept. continued to use the mint for office space and they operated a museum in the building for 22 years. The building and museum closed entirely in 1994.

This 132 - year old structure is affectionately called the "Granite Lady".

Openings on the MMPAC

The Mid-Market Project Area Committee (PAC) has open seats in the following categories: Residential Owner Occupant, Residential Tenant, and Commercial Tenant. If you or some one you know is interested in serving on the committee contact the PAC staff at 415-362-2500.

United Nations Plaza

New preliminary draft designs for UN Plaza are being carted around town by the Dept. of Public Works.

These renovation plans are enhancements to the original renovation improvements that were presented to the Mid-Market PAC last year.

The renovation plans that the PAC saw last year included new planting and landscaping and new lighting. These improvements will be made. The Neighborhood Services and Parks Committee approved a resolution on August 21, 2001 to accept and expend the funding for these improvements.

The new design adds torchiere lighting, repositioning of the existing flag poles closer to Market Street, new granite bands in the pavement and will allow vehicles to drive through the plaza during designated hours.

For more information regarding the new designs contact Judy Mosqueda of the Dept. of Public Works at 415- 558-4039

The Mid-Market PAC is beginning to plan presentations so that the community may respond to the first drafts of the Mid-Market Redevelopment Plan. It is anticipated that the workshops will begin in late September. For more updated information call the Mid-Market PAC staff office at 415-362-2500.

workshops

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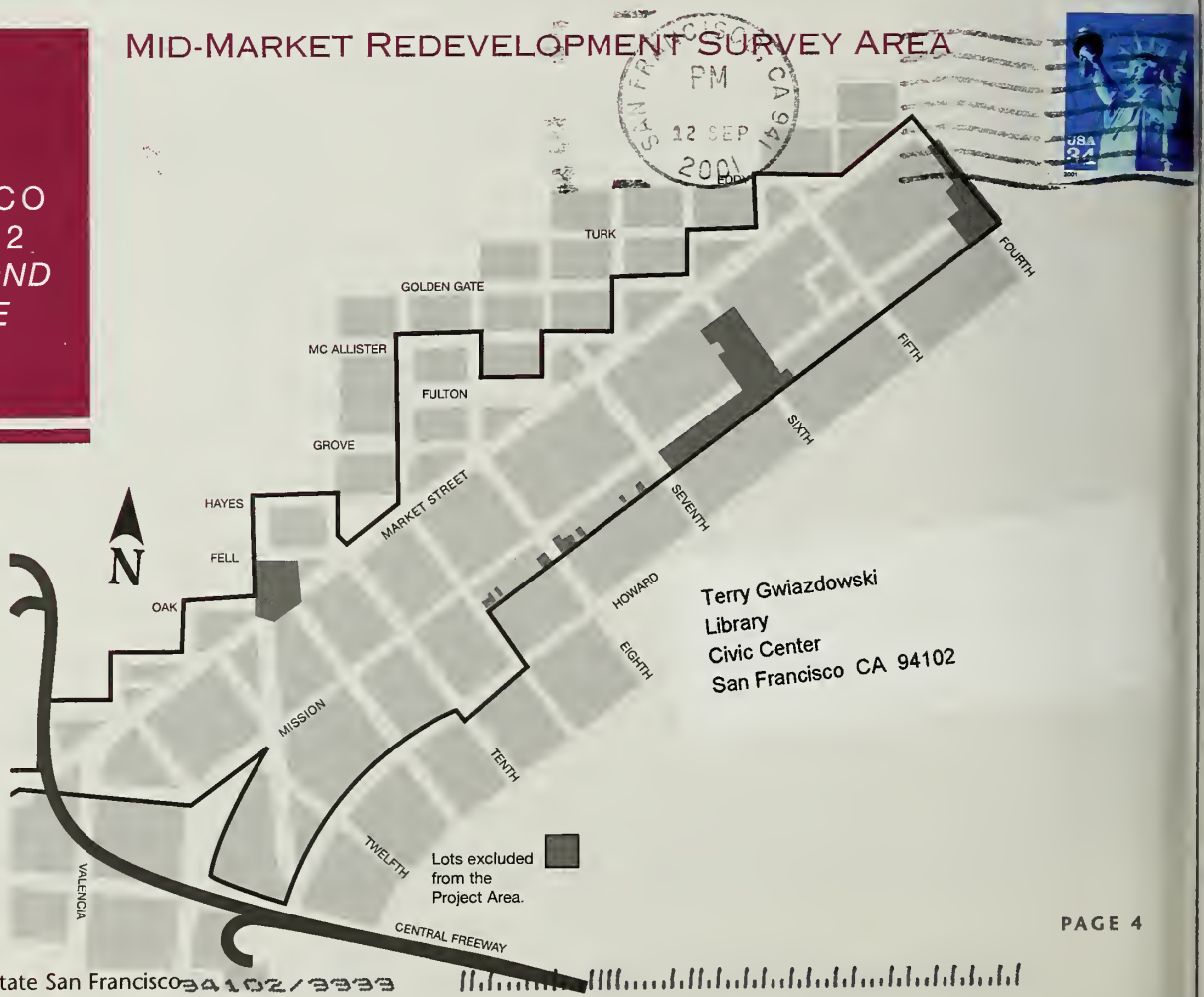

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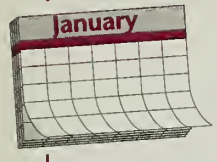
PAC

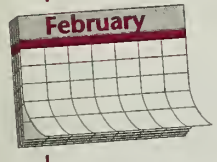
PROJECT AREA COMMITTEE
San Francisco
number 11

A REVIEW OF THE YEAR 2001
WHAT HAPPENED? WHAT DIDN'T?



GAY LESBIAN BISEXUAL TRANSGENDER MUSEUM

Mid-Market Project Area Committee (PAC) was given an overview of a proposal to build a Gay Lesbian Bisexual Transgender (GLBT) history and cultural museum. This proposal included the intent to acquire buildings in the Mid-Market area and construct a home for a world-class museum for the International Museum of Gay and Lesbian History. Additional groups would seek a home in this facility including the Gay & Lesbian Pride Parade Committee and the Harvey Milk Institute.



GLBT MUSEUM

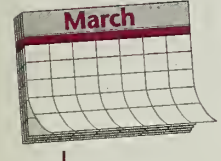
Mid Market PAC endorsed the concept of the GLBT museum and sent a letter of support to the Project Manager of the International Museum of Gay and Lesbian History.

PROJECTS LIST

The Mid-Market PAC ranked a list of priority projects for the area. The number one priority was to develop a minimum of one office building for Non-profit organizations.

SUB-COMMITTEE

A sub-committee was formed to discuss land use and zoning and report back to the full PAC. The committee was dubbed the Projects Committee and was scheduled to meet on regular Monday afternoons.



SUPERVISOR CHRIS DALY

Supervisor Chris Daly made an appearance at the full PAC meeting. He shared his views on the Mid-Market Plan. He voiced full support for housing, non-profit office space and art space in the Mid-Market plan. He was not willing to support the forced conversion of all Mid-Market adult use theaters to family oriented theaters.

Supervisor Daly planned to schedule a hearing at the Land Use and Transportation Committee so PAC members could discuss the Redevelopment plan in a public forum and in front of his colleagues on the Board.

MARKET STREET CONDOS

The Mid-Market PAC was given a presentation by DWI on a proposal to develop a site in the Mid-Market area for market rate condominiums. The site, 949 Market Street, between 5th and 6th Streets, is the former home of the St. Francis Theater. The development consists of 152 condominiums with ground floor retail space. 10 % of these condos are slated to be below market rate.

Continued on page 2

" this is a strong demonstration of the Redevelopment Agency's commitment to lead a community driven project."

SOMAD

Quentin Mecke of SOMAD (South of Market Anti-Displacement) coalition presented to the Mid-Market PAC his organization's guiding principles for SOMA's future.

BOUNDARIES

The draft Redevelopment Preliminary Plan was distributed to PAC members. The Blight Analysis Report was included. Two options were looked at by the report. Option A -5th to 8th Street and Option A + B which extended the boundary along the Mission Street corridor to 10th Street. The blight report will determine the boundaries of the Project Area.

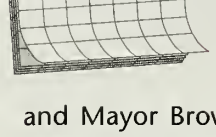
GSA BUILDING

The Project Director of the new General Services Administration building at 7th and Mission Street gave a presentation to the PAC. Initial renderings of the design were presented. Quick facts about the building are: It is 18 stories high, there is one tall tower and an annex building, there is a 37,000 sq. ft. open plaza on the corner of 7th & Mission Streets. The building will house approximately 1,600 workers. Ground breaking is scheduled for June 2002 and occupancy for June 2005.

DRAFT PRELIMINARY REPORT

Keyser Marston Associates draft preliminary report was distributed to the PAC. Exhibits recommend the boundaries of the project area extend to Tenth Street. Also, projects and their costs were calculated. The proposed projects costs exceed revenue generated. The fiscal merger question was resurrected.

KEY POSITIONS



Executive Director James Morales resigned from the Agency to pursue elected office. The Project Manager of Mid-Market, Rhonnel Sotelo, resigned to take a position with the San Francisco Foundation. Jose Campos moved into the Project Manager's position and Mayor Brown appointed Ms Marcia Rosen as Executive Director of the Agency.

PLANNING CODE AMENDMENTS

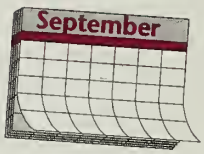
Planning code amendments drafted by Agency staff and the Projects Committee were distributed to PAC. This was a working document. These amendments will help establish a Mid-Market Special Use District.

PLANNING FOR COMMUNITY WORKSHOPS

The planning to present the community with a draft plan for Mid-Market Redevelopment began.

GOALS & OBJECTIVES

The Goals and Objectives document that will be a part of the full Redevelopment Plan was presented to the full PAC for the first round of review.



DOCUMENTS REVIEW

The PAC continued to edit and review the Goals and Objectives document and the Amendments to the Planning Code document.

MERCY HOUSING

Ms Nancy Conover and Ms Barbara Gualco gave a brief over view of the Mercy Housing Project. The proposed project is two mixed-use developments on a 46,000 square foot site at Jessie and Mission Streets between 9th and 10th Streets. The proposed housing elements will be senior housing and family housing. There is a commercial intent to serve new and existing residents in the area.

Participants at the Redevelopment community workshop

COMMUNITY WORKSHOPS

A Town Hall Public Forum at City Hall kicked off a series of community workshops. A total of twelve workshops were presented and covered six main topics. The first series of workshops were convened to present the Redevelopment Plan to the community and the second series was to respond to the community input.

COMMUNITY WORKSHOPS REVIEW

The PAC reviewed the community's input gleaned from the workshops. The PAC also continued its editing of the Goals and Objectives document.

GOALS AND OBJECTIVES DOCUMENT

The full PAC approved the Goals and Objectives document.

WHAT HAPPENED TO THESE PROJECTS, LEGISLATION AND IDEAS?

GAY AND LESBIAN HISTORY MUSEUM

The International Museum of Gay and Lesbian History project is moving forward. Market and feasibility studies are being conducted for project analysis. A merger of the local Gay Lesbian Bisexual Transgender Historical Society and the International Museum is being investigated. The search is continuing to find suitable buildings to purchase to house the International Museum in the Mid-Market Project Area.

PROJECTS COMMITTEE

The Projects Committee, formed in February, continues to meet every Monday for two hours. The Committee discusses, writes and reviews the documents that are necessary in the Redevelopment Plan. The documents are submitted to the PAC for approval.

SUPERVISOR DALY'S PUBLIC HEARING

Supervisor Daly called for an informal hearing for his colleagues to hear the state of the Mid-Market Plan. It was not called in the Land Use and Transportation Committee. It was called as a kick off to the series of community caucus workshops in October. Supervisors Sophie Maxwell and Tom Ammiano attended.

949 MARKET STREET RESIDENTIAL PROJECT

A public Hearing on the Draft Environmental Impact Report was held at the Planning Commission in December. There was no opposition to the draft report at this hearing. It is anticipated that in February 2002 a Project Approval hearing will be scheduled at the Planning Commission.

BOUNDARIES OF PROJECT AREA

Staff will recommend Project Area boundaries to be Option A & B. These boundaries are Market Street from 5th to 9th Street, Mission Street from 5th to 10th. North of Market Street the first block of Mason, Turk, Taylor, Golden Gate Avenue, Jones, Grove and Larkin Streets are included.

GSA BUILDING

The GSA is currently in the process of selecting a contractor. Site remediation and excavation will begin in June 2002. Construction on the building proper will begin in September or October 2002.

FISCAL MERGER

The question of a fiscal merger with the Golden Gateway Project has not yet been resolved.

PLANNING CODE AMENDMENTS

The full PAC approved sections of this document. There are four Issues that have been returned to the Projects Committee for a re-write.

MERCY HOUSING PROJECT

The project is on track. Nancy Conover has asked the Mid-Market PAC for support for a proposed theater within the project.

MID-MARKET REDEVELOPMENT COMMUNITY CAUCUS WORKSHOPS

After months of planning the community caucus workshops began. The workshops were organized into two rounds. The first round was from October 15th through October 20th. The second round was from October 29th to November 3rd. Each workshop focused on a specific issue, six different issues were covered. The issues were: Built Environment, Transportation, Arts and Culture, Economic Vitality, Community Services and Housing.

In round one the community was asked to review the Mid-Market Project Area Committee's drafted goals & objectives, proposed projects and programs and the proposed planning code amendments for each issue. All comments were documented and in round two the community's comments and questions were reviewed and discussed.

"These workshops were designed to obtain the maximum input from the community" said Mid-Market Project Manager Jose Campos. "We were pleased with the attendance at the workshops and the community's interest in Mid-Market's plan. This is a strong demonstration of the Redevelopment Agency's commitment to lead a community driven project."

The final Redevelopment Plan for Mid-Market is expected to be completed early next year.

results

Mid-Market Project Area Committee

Commercial Tenants
James Brook
Kat Foran
Paul Hogan
Ralph Piper
Susan Stryker

Social Service Organization
Goodwill - Malik Looper

Arts and Cultural Organization
ACT - Lesley Pierce
Exit Theatre - Richard Livingston

Residential Tenants
Katherine Bernitt
David Hart
Ken Parker
Patrick Simms

Business Associations
Market Street Association - Carolyn Diamond
UN Plaza/Mid-Market Association - Byron Yee

Commercial Property Owners
Tracy Aubuchon
Mark Casagranda
Patrick Banks
Marty Cerles
Roderick Kiracofe
Richard Lane
Ralph Lee
Samuel Noily
Daniel O'Leary
Badru Valani

Business Serving Civic Organizations
South of Market Problem Solving Council - John Elberling
SPUR - Brett Gladstone

Community Development Organization
Tenderloin Neighborhood Development Corporation - Craig Adelman

Openings on the MM PAC

The Mid-Market Project Area Committee (PAC) has open seats in the following categories: Residential Owner Occupant, Residential Tenant. If you or some one you know is interested in serving on the committee contact the PAC staff at 415-362-2500.

PAC OFFICE
870 MARKET
SUITE 456
SAN FRANCISCO
C A 9 4 1 0 2
CAROLYN DIAMOND
LYNN VALENTE
415.362.2500

Marcia Rosen
Executive Director
Jose Campos
Project Coordinator

SAN FRANCISCO REDEVELOPMENT AGENCY

770 GOLDEN GATE AVE
SAN FRANCISCO
CA 94102
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Mid-Market Redevelopment Survey Area

Terry Gwiazdowski
Library
Civic Center
San Francisco CA 94102

Newsletter design: macmann&tate San Francisco

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Mid-Market Redevelopment Survey Area

NEWSLETTER

PAC

PROJECT AREA COMMITTEE
San Francisco
number 12

MID-MARKET GOES ON-LINE

You can now see what is happening in the Mid-Market Project Area on-line. Our new web site can be accessed at midmarketpac.org. The latest information and developments can be read quickly and the site can be navigated easily. Check it out.

NEW CHAIR

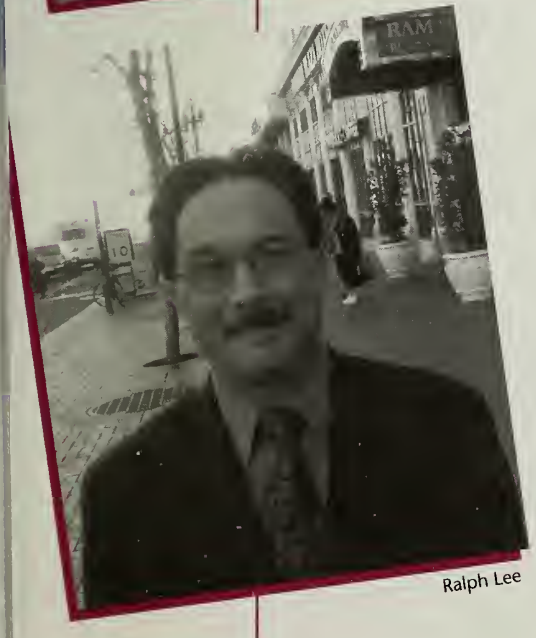
Byron Yee

The MM PAC elected Byron Yee as its new Chair at the April meeting. The MM PAC members elected Yee to the committee in September 1998. He represents the UN Plaza/Mid-Market Association, a Community Based Organization.

Yee replaces Chair Ralph Lee. Mr. Lee, General Manager of the Ramada Plaza Hotel, submitted his resignation as Chair in March stating that he needed to dedicate more time to the hotel in this time of economic stress. Lee was one of the original MM PAC members elected by the community in 1997. He was elected Chair of the MM PAC in October 1999.

He will continue to hold his seat on the PAC representing 1231 Market Street as a Commercial Property Owner.

We thank Mr. Lee for his leadership and commitment to Mid Market.



Ralph Lee

NON-PROFIT OFFICE SPACE

A new sub-committee of the Mid-Market PAC has been formed to discuss the non-profit office space for the MM Project Area. How much office space should be designated for non-profits? Where should it be? What should the price per square foot be and how should it be determined. These are some of the questions that the committee is contemplating. For more information about this committee you can contact the PAC staff at 415-362-2500. These meetings are also posted on our web site.

Follow the progress of Mid-Market on-line at midmarketpac.org

HOUSING

Several housing developments are being planned within the Mid Market Project Area. Here is a brief update on two of the proposed developments.

949 - 961 Market Street Condominium Project:

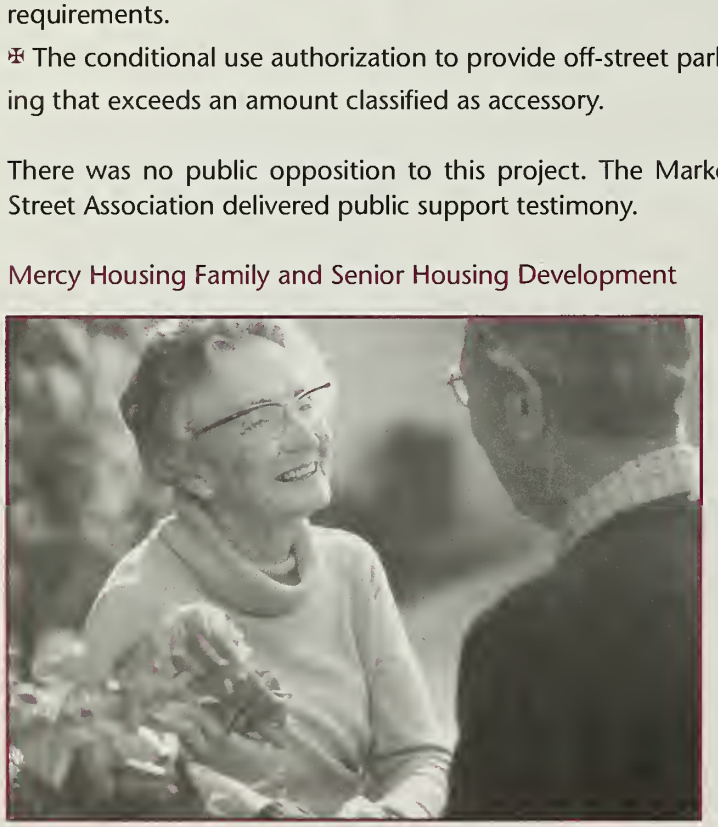
Planned construction of a 12-story, 119-foot high building containing up to 152 dwelling units, 6,500 square feet of ground floor commercial space and approximately 97 independently accessible off-street parking spaces with valet service for a total of approximately 156 parking spaces.

On May 23, 2002 the SF Planning Commission unanimously approved the following items pertaining to this project:

- Adoption of environmental findings pursuant to the CA Environmental Quality Act (CEQA) for the demolition of the St. Francis Theater and the construction of the 12-story project.
- Determination of Compliance and Request for Exceptions including: an exception to the rear yard requirements, ground level wind current requirements and freight loading requirements.
- The conditional use authorization to provide off-street parking that exceeds an amount classified as accessory.

There was no public opposition to this project. The Market Street Association delivered public support testimony.

Mercy Housing Family and Senior Housing Development



The Mercy Housing project at 10th and Mission Street is continuing to work its way through the progressive development steps. This housing development is intended for seniors and families.

The senior housing component will contain about 110 units comprised of studio and one-bedroom apartments for low and very low-income seniors. The family housing component will contain about 135 units comprised of one, two and three bedroom apartments for low and very low-income families and individuals.

It is anticipated that the 10th Street side of the project will house a youth community center and a cultural space. The cultural space could perhaps house a non-profit arts group. At 10th and Mission Streets ground floor spaces will be marketed to attract neighborhood retail.

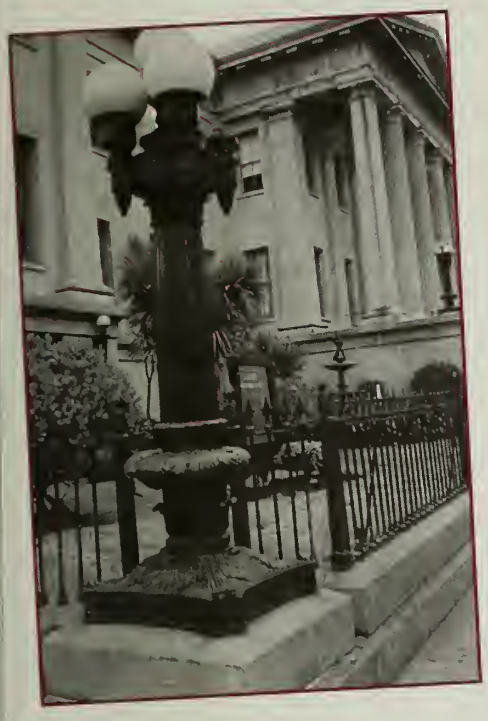
Currently Mercy Housing staff is continuing to conduct outreach to the community for their input into in the project and raise the community's awareness of the development. It is anticipated that construction will begin in the summer of 2004.

For more information about the residential development you may contact Barbara Gualco at 415-553-6376 bgualco@mercyhousing.org or Jennifer Dolin at 415-553-6378. For more information about the commercial components you may contact Nancy Conover at 415-553-6395 nconover@mercyhousing.org.

MID-MARKET PAC MEETINGS

The Mid-Market Project Area Committee meets in full every month. Many issues including the boundaries are being discussed now. Get involved and come to the PAC meetings.

The Mid-Market PAC meets the second Wednesday of each month. The meetings are at the Ramada Plaza Hotel, 1231 Market Street at 8th. The meetings are from 5:30 - 7:30 p.m.



OLD MINT

Requests for Proposals are available

The Old Mint at Fifth & Mission Streets will soon begin a reincarnation. In May, Project Manager Hala Hijazi, of the Mayor's Office of Economic Development, issued a Request for Interest. There were twelve responses expressing interest in the rehabilitation and development of the Old Mint.

The Mayor's Office of Economic Development reports that the Request for Proposals have been completed and are now available to interested parties. The developer qualifications and proposals are due in late August. Staff review of qualifications is scheduled for September.

The fiscal analysis of the building has been completed with outlooks on various development scenarios. The development of a mixed-use project hosting commercial and retail ventures and a museum seems to have good fiscal possibilities.

To obtain a RFP contact :
Hala Hijazi, Project Manager
Mayor's Office of Economic Development
415-554-6481 or Hala_Hijazi@ci.sf.ca.us

retail?

PROJECTS COMMITTEE

The Projects Committee, a sub-committee of the Mid-Market PAC, has been meeting every Monday for over a year. This committee drafts language, reviews proposed projects, invites experts to give guidance and advice and brings recommendations to the full PAC for approval. The committee meets from 4 – 6 p.m. on Mondays. The location of these meetings periodically changes so call the PAC staff (415-362-2500) for locations or confirm the location on-line.

BOUNDARIES ISSUE

As the completion of the Mid-Market Redevelopment Plan approaches the final boundaries of the Project must be designated. Outreach workshops have been conducted and education of the neighborhood and adjacent blocks is continuous.
At the April Project Area Committee meeting PAC sub-committee members reported that discussions had been held with civic leader Brother Kelly Cullen who warned that the North of Market blocks currently within the boundaries may cause dissension among the Tenderloin community. Renewed efforts are being made to inform the Tenderloin community of the planned Redevelopment project and obtain the North of Market community's input and ultimately their support.

PAC MEMBERS NEEDED

The Mid-Market PAC has openings for those who live in the Mid-Market area. There are seats available for residential renters and residential owners. If you or someone you know is interested in getting involved in this process please contact the PAC staff at 415-362-2500.

THE OLD MINT

- Designed by Architect Alfred Bult Mullett
- Oldest stone building in San Francisco
- Completed in 1874
- Roman Doric Style
- A four story building constructed of granite and sandstone outer walls and brick inner walls
- Approximately 77,000 square feet of gross floor area
- Approximately 66,900 square feet of useable space (including 6,000 square feet of attic space)
- Approximately 2,000 square feet of interior courtyard space.
- Nickname: The Granite Lady

Mid-Market Project Area Committee

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MaryEllen Churchill
Kat Foran
Paul Hogan
Marie Romero
Susan Stryker

Social Service Organization
Goodwill - Malik Looper

Arts and Cultural Organization
ACT - Lesley Pierce
Exit Theatre - Richard Livingston

Residential Tenants
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David Hart
Ken Parker
Patrick Simms

Residential Owner/Occupant
Anya Malka-Halevi

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Mid-Market Redevelopment Survey Area

Terry Gwiazdowski
Library
Civic Center
San Francisco CA 94102

Marcia Rosen
Executive Director
Jose Campos
Project Coordinator
Lisa King
Project Manager

SAN FRANCISCO REDEVELOPMENT AGENCY

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Mid-Market Redevelopment Survey Area

NEWSLETTER

PROJECT AREA COMMITTEE
San Francisco
Number 13

PAC 2002 facts

The Number of :	
Mid-Market PAC Meetings	12
PAC meetings Hope Swift attended	12
Projects Subcommittee Meetings	38
Stamps used for PAC mailings	3,720
People who claimed they read the entire MM Draft EIR	100's
People who really did read the entire MM Draft EIR	0
Sandwiches consumed at the meetings	600
Non-profit office space meetings	5
Times Bob McCarthy was silent at a meeting	0
New PAC members elected	6
Parcels in MM boundary	261
Presentations to the SFRA Commissioners	3
Headaches reported by Lisa King	0
Headaches not reported by Lisa King	100's

Follow the progress of mid-market on-line at:
midmarketpac.org

JANUARY

EMINENT DOMAIN - At this first PAC meeting of the new year Penny Nakatsu, Deputy General Counsel of the SF Redevelopment Agency, conducted a workshop on Eminent Domain. Eminent Domain is authorized by ordinance within the Redevelopment Plan. It is the power to compel the sale of property to a public agency.

OUTREACH - Workshops to inform the community and recruit members for the Mid-Market PAC were conducted at the San Christina Residential Building, United Nations Stakeholders Group, Old Mint Task Force, SFPD Tenderloin Task Force community meeting, and the SFPD Southern Station community meeting.

FEBRUARY

MAIN STREET PROGRAM - Agency staff and PAC members met with representatives of the Main Street Program and the Local Initiative Support Corporation (LISC) to determine if the Mid-Market project could "fit" their programs. These programs are nationwide and focus on economic re-structuring in selected neighborhoods.

MARCH

A NEW SUB-COMMITTEE -The Non-Profit Office Space Committee, was formed by PAC members to gather information, research and report to the full PAC on the best means of creating permanent non-profit office space in the Mid-Market Project area.

RESIDENTIAL RE-ZONING - The PAC voted not to re-zone 1066 Market Street as a residential site based on the Projects Committee's recommendation that this site remain under its current C-3-G zoning. Other sites in the area that were to be considered for re-zoning were sent back to the Projects Committee for further review.

PAC's ROLE IN DEVELOPMENT REVIEW - The question of the PAC's role in reviewing proposals for development was raised. It was agreed that the PAC needed to write into the Plan that it had a role in the review of all proposed Mid-Market development projects. This needed to be included in the Planning Code Amendment and Special Use District language.

PROPOSED PROJECTS AND PROGRAMS - Section A - Arts, Culture and Entertainment, Section B - Community Identity & the Built Environment, Section C - Community Services & Public Safety and Section D - Economic & Business Vitality were approved by the full PAC.

SUPERVISOR CHRIS DALY PROPOSES A NEW COMMUNITY REDEVELOPMENT COMMISSION - Supervisor Daly distributed information on his proposal to create a new eleven-member Community Redevelopment Commission.

APRIL

ELECTION OF NEW PAC CHAIR - After two years and 5 months Ralph Lee resigned as Chair of the Mid-Market PAC. The PAC elected Byron Yee as the new Mid-Market PAC Chair. Mr. Yee sits on one of the Community Based Organization seats.

BOUNDARIES CHANGE - The PAC approved the addition of the Tenderloin Neighborhood Development Corp. site at 10th & Market to the Mid-Market Project Area boundaries.

NORTH OF MARKET BLOCKS - The Projects Committee reported that a civic leader in the Tenderloin had voiced opposition of the inclusion of the North of Market blocks in the MM Project Area. The PAC agreed to continue outreach efforts and consensus building.

PROPOSED PROJECTS AND PROGRAMS - Section E - Housing and Neighborhood was approved by the PAC

MAY

PROPOSED PROJECTS AND PROGRAMS - Section F - Transportation and Parking was approved by the PAC. This completed the approval of the entire Mid-Market Projects and Programs document.

CENTRAL CITY EXTRA - This tabloid based North of Market featured articles pertaining to the Mid-Market project area and the disputed inclusion of the North of Market blocks.

JUNE

SUPERVISOR PESKINS PROPOSED LEGISLATION - Supervisor Aaron Peskin proposed legislation regarding payment of impact fees and conversion of showrooms to offices. The legislation amends the definition of "office use" to exclude space used for display of goods and clarify that conversions of showroom display space to offices are subject to the development impact mitigation requirements. Representatives of the SF MART located at Market and 9th Streets discussed the impacts of this legislation on their plans to reconfigure their space from showroom to office. The entitlement fee for the SF Mart to reconfigure its space to offices could be between $15 -18 million. SF MART representatives asked the MM PAC to take a position of this legislation. The PAC determined that they wanted Supervisor Peskin's point of view before taking a position.

TURK STREET GARAGE PROPOSAL - AGI Capital Group presented a description of their 67-69 Turk Street parking garage proposal. This proposed project is a 6-story mixed-use building with parking and ground floor retail.

JULY

SUPERVISOR PESKIN'S PROPOSED LEGISLATION - Wade Crowfoot of Supervisor Peskin's office spoke to the PAC regarding the proposed legislation of impact fees and conversion of showrooms to offices. After discussion with Mr. Crowfoot the PAC voted to ask the Board of Supervisors not to include the SF Mart in this legislation. A letter to the Supervisors was sent stating the PAC's position.

UPDATE ON NORTH OF MARKET OUTREACH - Some community groups North of Market object to the Mid-Market boundaries extending into the Tenderloin. Jose Campos reported that four extra outreach meetings have been conducted with North of Market groups to facilitate discussions on the boundary issue.

AUGUST

BOUNDARIES AND FUNDING - The PAC voted and approved two important issues: 1. Include the SF Mart (1355 Market Street - between 9th and 10th on Market) into the Mid-Market Project Area boundaries. 2. Support Redevelopment Agency funding for land acquisition and predevelopment costs for TNDC to acquire 949 Market Street for housing.

SEPTEMBER

PROJECT SCHEDULE - Project Manager Lisa King distributed the timeline and schedule of meetings and agendas for sub-committee meetings and full PAC meetings.

OCTOBER

NEW PAC CONFIGURATION - Once the Mid-Market area is declared a Redevelopment Project Area a new PAC will be elected. The current PAC voted to re-configure the new PAC. The new PAC will have a total of 37 seats, an increase of 4 seats. New categories for seats were created. These categories include: Apartment Owners Organization, Historic Preservation Organization, Tenant Representation

In memoriam:
PAC member Ralph Piper.
Owner of Piper's Jewelry on Market Street

Organization, North of Market Neighborhood Organization and South of Market Neighborhood Organization. A Technical Support Advisory Group was also added. This group would represent various City Depts. They would advise on specific projects.

ACCESSORY USE HOUSING FOR MM SPECIAL USE DISTRICT - PAC member Brett Gladstone representing the civic organization SPUR drafted an amendment to the accessory use section of the Planning Code. This amendment would apply to the MM Special Use District. The PAC approved Gladstone's draft and added questions referring to Accessory use. These documents will be forwarded to the City Attorney and the SF Planning Department.

OCTOBER SPECIAL MEETING

DRAFT MM EIR - The SF Redevelopment Agency Commissioners hearing on the Draft EIR was held on October 29, 2002. There was no opposition from the public at this hearing.

DRAFT REDEVELOPMENT PLAN - Portions of the MM Redevelopment Plan were reviewed and discussed by the PAC.

NOVEMBER

REQUEST FOR AGENCY DIRECTOR ROSEN TO MEET WITH PAC - The PAC members voiced the concern that issues needed to be addressed before they can approve a final Plan. PAC members requested that the Agency Director attend a PAC meeting and have a question and answer session.

FUTURE OF MID-MARKET DOCUMENT - This document is a summary of the MM Redevelopment Plan. It is the "friendly" version. The PAC reviewed this draft and staff asked for comments.

DECEMBER

AGENCY DIRECTOR TO MEET WITH PAC
Marcia Rosen responded in writing to queries sent to her from the PAC. She agreed to meet with the full PAC at the January meeting.

WHAT HAPPENED?

EMINENT DOMAIN - The limitations of Eminent Domain and how and where it may be used in the Mid-Market Project area is still under discussion.

MAIN STREET - Main Street and LISC representatives concluded that the Mid-Market area was very intense with both positive and negative attributes. The positive features of the area included transportation, theaters and historic aspects. The negative features of the area included crime, safety issues, grime and vacant stores. It was suggested that a hybrid program be developed using more than the traditional staff person of a Main Street Program, perhaps a staff of three people. Representatives will look for models that may fit for Mid-Market.

NON-PROFIT OFFICE SPACE COMMITTEE - This committee continued to meet over the past year. A survey of current non-profit tenants in the Mid-Market area was conducted by the Agency. This information led to the conclusion that approximately 130,000 sq. ft. of non-profit office space was needed in the Mid-Market area to retain current levels. The creation of permanent non-profit space in the area continues to be a priority. The means and justification of this type of space is still being considered.

RESIDENTIAI RE-ZONING - The projects Committee decided that no sites would be considered for Residential re-zoning.

PAC'S ROLE IN DEVELOPMENT REVIEW - This issue was sent back to the Projects Committee. The Committee has not yet written the language into the Planning Code Amendments and SUD that would trigger PAC review of proposed projects.

SUPERVISOR DALY'S NEW REDEVELOPMENT COMMISSION - Supervisor Daly tabled this proposal after public hearings.

NORTH OF MARKET OUTREACH - As suggested by PAC members several more outreach presentations were made to various North of Market groups. Agency staff and PAC members made the presentations. Outreach efforts will continue. In September the North of Market Planning Coalition rejected the proposed Mid-Market boundaries which include parcels in the Tenderloin.

SUPPORT REDEVELOPMENT AGENCY FUNDING FOR LAND ACQUISITION AND PREDEVELOPMENT COSTS FOR TNDC TO ACQUIRE 949 MARKET STREET FOR HOUSING - Due to lack of available financing and the failure of Prop. B (Bond housing financing) TNDC is not pursuing the acquisition of 949 Market Street.

SUPERVISOR PESKIN'S PROPOSED LEGISLATION - No action has been taken on this proposed legislation.

Mid-Market Project Area Committee

Commercial Tenants
MaryEllen Churchill
Linda Corso
Kat Foran
Marie Romero

Social Service Organization
Goodwill - Malik Looper

Arts and Cultural Organization
ACT - Lesley Pierce
Exit Theatre - Richard Livingston

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Roderick Kiracofe
Ralph Lee
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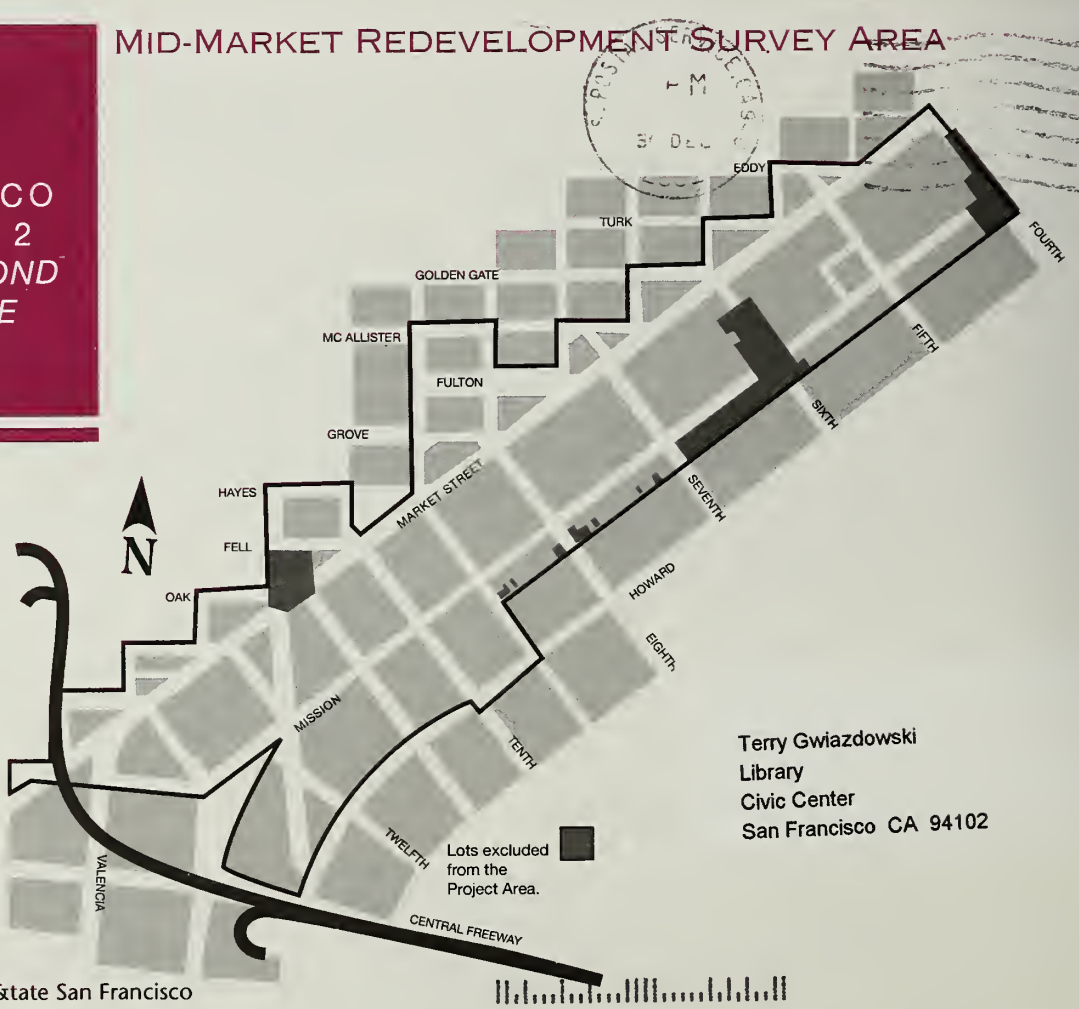
Mid-Market Redevelopment Survey Area



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PAC

PROJECT AREA COMMITTEE

San Francisco
Number 14

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#14

Mid-Market Redevelopment Survey Area

NEWSLETTER

DOCUMENTS DEPT.

WHAT'S NEW?

MAY 8 2003

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MEZZANINE - 444 Jessie Street

Mezzanine, San Francisco's newest dance club, opened behind the Old Mint in April. mezzanine is a collaborative effort of the Martin Building Co. and Ms Audrey Joseph. Joseph most recently ran Club Townsend. The Martin Building Co. owns several properties on Mint and Jessie Street. PAC member Patrick Banks represents the Martin Building Co.

The new dance club will double as a gallery exhibiting works of up-an coming artists. The club is open on the weekends and a gallery during the weekdays. The new 11,000 square foot space was formerly a printing plant. It had a brief life as a dot com office.

LA'ZEEZ RESTAURANT - 25 Mason Street

La'Zeez, the area's newest restaurant is now open inside the Metropolis Hotel at the corner of Turk and Mason Streets. Mr. Glenn Ledet, a partner in the project, anticipates many improvements in the Mid-Market neighborhood and wants to be a part of the changing fabric of the area.

LaZeez Restaurant features an "Asian Fusion" menu. Assorted cuisines of Indian, Chinese, Thai and Vietnamese dishes are be highlighted. This restaurant & bar are open for lunch Mon — Sat 11:00 a.m. — 2:30 p.m. and for dinner Mon — Sat 5:00 p.m. -10:30 p.m. There are over 80 items on unique menu. For more information on La'Zeez check out the web site at www.lazeezrestaurant.com.

7 -ELEVEN CONVENIENCE STORE 943 Market Street

Located at 943 Market Street this convenience store is the first 7-Eleven in the neighborhood. Building owner Amy Chung, a former Mid-Market PAC member, has been a long time promoter of the Mid-Market neighborhood.

Rumors began when the convenience store opened that an off site liquor license was pending. However, according to Chung there will be no alcohol sales from this site. Her lease negotiations with the 7-Eleven Corporation forbid the sale of alcohol. Store Manager Rakesh says the store is doing well and he hopes his store contributes to the improvement of the neighborhood.

ASIAN ART MUSEUM - Civic Center

Chong-Moon Lee Center for Asian Art and Culture

The Asian Art Museum opened March 20, 2003. San Francisco's Main Library in the Civic Center was transformed into the Asian Art Museum by noted Italian architect Gae Aulenti. Aulenti is most noted for a similar project, the Musee d'Orsay, a Paris train station converted into a showplace of Impressionist art.

The Asian Art Museum conversion took eight years and $165 million. The financing was a combination of public and private monies. It has culminated into a new home for the museum and its world-renowned collection of Asian art, one of the largest collections in the world.

Follow the progress of Mid-Market on-line at midmarketpac.org

WHAT IS IN THE WORKS?

Old Emporium - 845 Market Street

In February Forest City Enterprises Inc. and Westfield America Trust announced their joint development plans for a $380 million shopping center. This project will connect the existing SF Shopping Centre anchored by Nordstrom to the proposed renovated Emporium site which will be anchored by Bloomingdale's. Joining Nordstrom and Bloomingdale's will be new offices, a nine screen movie theater and 200 specialty stores. The total 1.5 million square feet will be leased and managed by Westfield. It is anticipated the renovation of the old Emporium site will be completed in 2006.

State Compensation Insurance Building - 1275 Market Street

A new office building is being planned by State Compensation Insurance on the site adjacent to their current building at 1275 Market Street. The proposed site is on 9th Street and currently serves as a parking lot. The new building will combine all State Comp employees into two buildings. The new building is approximately 267,000 sq. ft. and eleven stories. There will be a bridge connecting the old and new buildings. There will be public open space between the two buildings. Parking will be two levels under ground and will yield approximately 134 parking spaces. The public will be permitted to use some of these spaces on a short term basis. Completion of the project is anticipated to be in December 2005.

Bayanihan House - 88 6th Street

A newly developed Single Room Occupancy Hotel will be open soon. This TODCO project, located at 6th and Mission Streets, is a newly renovated building. This SRO will feature 152 units, eight of these units have been set aside for physical disabled residents.

The Bayanihan House features several amenities including:

- A Laundry room
- Six common bathrooms per floor
- TV room
- Community kitchen
- 24-hour staff at the front desk, security cameras, and electronic security key systems
- Two elevators

To be eligible for one of these units the annual household income may not exceed $27,720. 00 for one person or $31,675.00 for two people. For general information on the application process call 415-957-0115

Old Emporium - 845 Market Street

REACHING REDEVELOPMENT STATUS

The Mid-Market Survey Area is inching closer to being declared an official Redevelopment Project Area. It is anticipated that the Mid-Market area will be approved as a Project Area by the end of this year.

The Goals of the Project Area were approved by the Mid-Market Project Area Committee (PAC) in December 2001. Here is a recap of those seven major goals:

Goal 1: Promote Diversity & Social/Economic Equity

A cohesive Central City district truly representative of the full range of San Francisco's many communities — of all cultures, income levels, and backgrounds — which focuses the benefits of economic growth to their needs without causing their displacement. This is the primary and overarching goal of the Redevelopment Plan and should be addressed with all projects and programs.

Goal 2: Foster A Theater, Arts, Cultural and Entertainment District

A unique and diverse Theater, Arts, Cultural and Entertainment District that celebrates Mid-Market's historic theater, intermingles new complementary arts and culture facilities, and caters to the needs of both the local and regional populations.

— continued page 3, column 1

Goal 3: Define A Community Identity Through the Built Environment

A community with a multitude of possibilities that celebrates its historic past and builds upon its unique qualities through the integration of historic preservation, development controls, public space development, new streetscapes and other civic/community facilities.

Goal 4: Ensuring Community Services And Public Safety

A community that is safe and clean- and perceived to be safe and clean- by residents, employees, business owners, and visitors. This effort must be matched with community services for youth, economically disadvantaged residents and the homeless population.

Goal 5: Enhance Economic Vitality

A revitalized commercial business core that attracts the patronage of Mid-Market residents, employees, and visitors through the presence of desirable, vibrant day and nighttime activities, as well as an attractive, sate, and clean environment.

Goal 6: Housing & Neighborhood

A community that provides for a range of housing types, and promotes opportunities at all economic rungs of the housing ladder.

Goal 7: Balance Transportation and Parking

A community which promotes public transit use by its residents, employees, and visitors, provides short-term parking options to access retail and entertainment establishments and to support residential visits, while also providing for the safety and convenience of pedestrians, cyclists, and motorists in the Mid-Market area.

MID-MARKET PAC MEETINGS

The Mid-Market Project Area Committee meets in full every month. Many issues including eminent domain are being discussed now. Get involved and come to the PAC meetings. The Mid-Market PAC meets the second Wednesday of each month. The meetings are at the Ramada Plaza Hotel, 1231 Market Street at 8th. The meetings are from 5:30 - 7:30 p.m.

PAC MEMBERS NEEDED

The Mid-Market PAC has openings for those who live in the Mid-Market area. There are seats available for residential renters and residential owners. If you or someone you know is interested in getting involved in this process please contact the PAC staff at 415-362-2500.

CALL TO ACTION

Old Hibernia Bank - One Jones

Hibernia Bank Building

"The Hibernia Bank building is the oldest and one of the finest of San Francisco's uniquely superb collection of modified temple form banks. Also, one of the best designs for the numerous irregular Market Street intersections. Built as a narrower structure along Jones Street in 1892; the building was enlarged to its present size in 1905 and was rebuilt after the fire.

Its steel frame is clad in carved granite. Its interior is a richly detailed space dominated by a large stained glass dome." Splendid Survivors 1979

Vacant since the Tenderloin Task Force moved to its new police station on Eddy Street the historic structure at One Jones Street sits waiting for someone to breathe new life into it's marbled interior. Neighborhood stakeholders will come together to discuss the state of the building and seek ways to alleviate the growing problems of trespassing, public drinking, drug use and graffiti surrounding the building.

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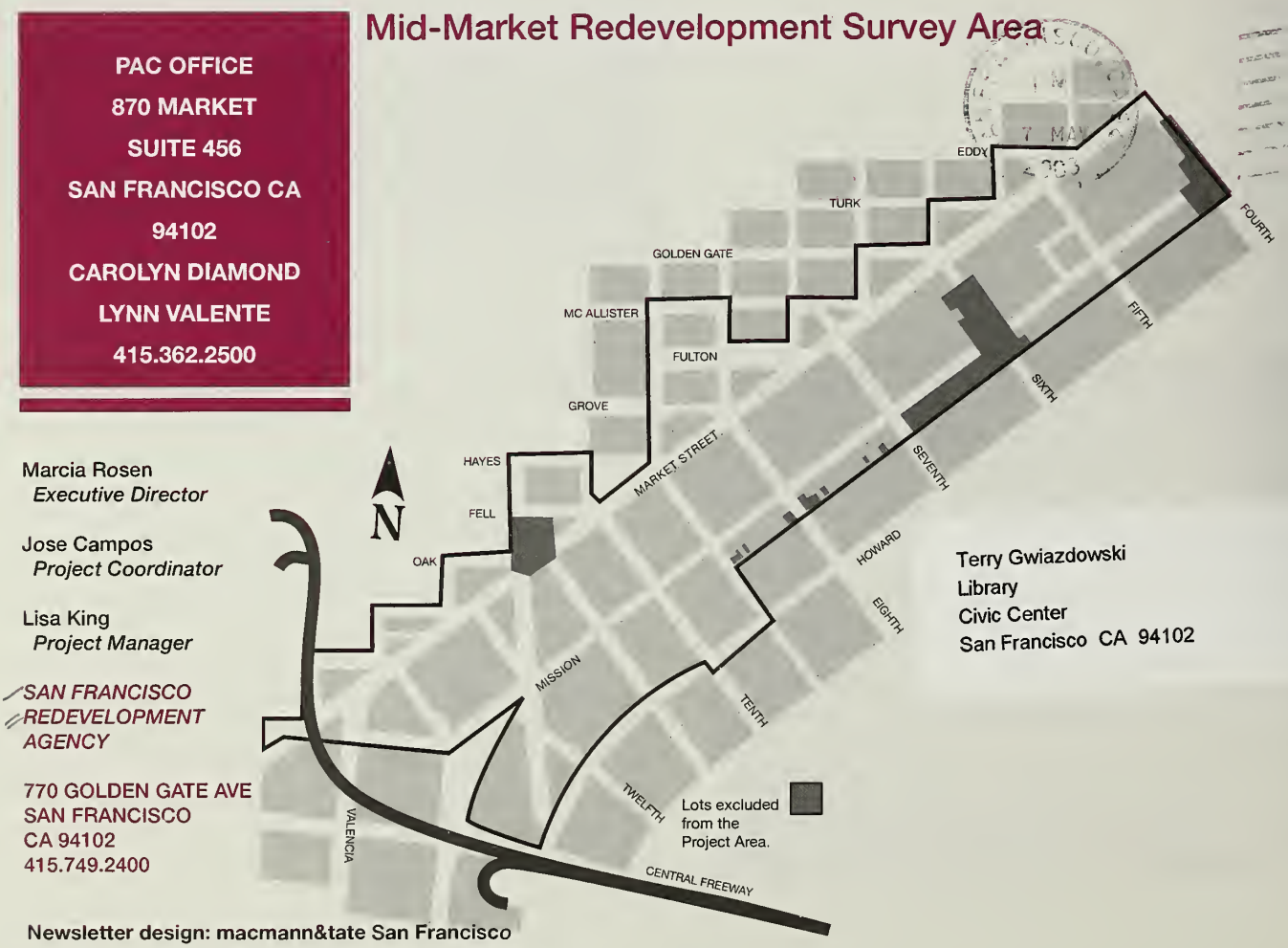
Mid-Market Redevelopment Survey Area



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PAC

Mid-Market Redevelopment Survey Area

NEWSLETTER

PROJECT AREA COMMITTEE
San Francisco
Number 15

Number of Citizens Advisory Comitee meetings
10

Number of Mid-Market PAC meetings
88

Number of Mid-Market Projects Meetings
179

Town hall public forum on Mid-Market hosted by Supervisor Chris Daly
1

Number of Community Workshops
14

Number of community group meetings attended by PAC staff to give updates on MM Project
167

Number of MM Newsletters
15 editions

Number of MM Newsletters printed and distributed
17,000

Number of years Mid-Market has had a web site
3

Follow the progress of mid-market on-line at:
midmarketpac.org

MID-MARKET PROJECT AREA COMMITTEE PASSES THE MID-MARKET PLAN AND SPECIAL USE DISTRICT

After 10 years of research, planning and meetings the Mid-Market Redevelopment Plan and the Mid-Market Special Use District (SUD) was approved by the Mid-Market Project Area Committee (PAC).

On March 9, 2005 at the regular Mid-Market PAC meeting the final draft documents of the Mid-Market Plan and the Mid-Market Special Use District were presented to the full PAC. There were some minor amendments and then PAC Chair Byron Yee called for a vote to approve.

The first vote was called to approve the Mid-Market Special Use District as amended. A roll call vote was taken and the SUD was approved 23 to 2.

The next vote was called to approve the Mid-Market Redevelopment Plan as amended. A roll call vote was taken and the MM Redevelopment Plan was approved 21 to 2.

Redevelopment Project Manager, Lisa Zayas-Chien, Marshall Foster of City Planning Department and PAC members congratulated each other and expressed relief that the Plan and SUD were finally ready for official approvals.

The next steps for these documents will be presentation for initiation and approval by the Planning Commissioners, the Redevelopment Agency Commissioners, the Board of Supervisors and then finally to the Mayor. A tentative Plan adoption schedule would show the Plan and SUD getting to the Board of Supervisors in June 2005 and the Mayor would sign the ordinance in July 2005.

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San Francisco
Redevelopment Agency

The Mid-Market Project Area Committee (PAC)
Meets the 2nd Wednesday of each month at 5:30 pm at the
Ramada Plaza Hotel – 1231 Market Street (Market @ 8th)

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MID-MARKET PLAN AND SPECIAL USE DISTRICT AT A GLANCE

HERE ARE SOME QUICK FACTS ON THE PLAN AND THE SUD

Mid-Market Project Area Boundaries

Generally the Mid-Market Redevelopment Project Area is bound by 5th to 10th Streets from Market to Mission Street. Approximately 10 square blocks.

Mid-Market Project Area Committee (PAC)

The Project Area Committee (PAC) is an elected advisory group to the Redevelopment Agency. It is divided into categories representing:

Commercial Tenants
Commercial Property Owners
Social Service Organizations
Arts & Cultural Organizations
Residential Tenants
Residential Owner/Occupants
Business Associations
Business Serving/Civic Organizations
Community Development Organization

The numbers of seats in each category are proportionate to the population.

Mid-Market Plan Goals and Objectives

The overall Goal of the MM Plan is "A cohesive Central City district truly representative of the full range of San Francisco' s many communities – of all cultures, income levels, and backgrounds- which focuses the benefits of economic growth to their needs without causing their displacement."

Housing in the Mid-Market Project Area

The total number of dwelling units shall be approximately 5024.
The number of new dwelling units shall be approximately 3300.
1,221 or 37% of new or preserved housing units will be permanently affordable.

Funding for the Mid-Market Plan

Tax increment financing through the Redevelopment Agency and private development

Eminent Domain in Mid-Market

Eminent Domain is extremely limited by design of the PAC. For example the power can only be exercised if:

✘ Properties are unsafe or unhealthy for persons to live or work.
✘ The property is vacant or substantially vacant after a given grace-period allowed by the Mid-Market Plan
✘ The property is necessary for the development of a residential, arts, culture or entertainment use and meets specific conditions of the eminent domain policy.
✘ Certain property sites that have the ability to create a physical pedestrian connection between Market Street, Mission Street or the alleys south of Market and meets specific conditions of the eminent domain policy.

Arts, Culture and Entertainment in Mid-Market

An innovative program will allow developers to purchase "Arts Credits" to obtain more Floor Area Ratio for their projects.

The price of these "Arts Credits" will be established based on economic assessment of market needs. All proceeds of the "Arts Credits" fund will be dedicated to a Mid-Market Arts Grant Program.

Parking Requirements

Mid-Market's Parking policies are far more restrictive than existing City policies. The MM Special Use District has no minimum parking requirement for residential projects, uncouples parking spaces from residential units, relaxes the way parking can be done by using stacking or valet and requires car-share services.
FAR incentives are offered for reduced parking. Any above ground parking is required to be screened from public rights-of-way in a manner that accentuates ground floor retail and other active uses.

MORE INFORMATION

The Mid-Market Redevelopment Plan and the Special Use District document can be viewed on-line at the Mid-Market Redevelopment Project website at www.midmarketpac.org or a copy can be obtained by contacting the MM PAC staff at 415-362-2500.

TRINITY PLAZA

The Trinity Plaza project, which sits between Seventh and Eight and Market and Mission Streets is planning a major revision.

Trinity Plaza currently contains 387 rental housing units mostly moderately priced. The initial renovation plans called for the demolition of the current units and new construction of, "mixed-use development which includes five buildings, four of which will include both residential units and street level retail." "The project will contain a total of 1,410 moderately priced rental units. Studios will predominate, with some one bedroom and two bedroom apartments."

Since the first proposals for the Trinity renovation were made public the project has experienced public scrutiny with proponents and opponents making their voices known.

Trinity Plaza is within the Mid-Market Redevelopment Project boundaries. However, Trinity will have its own development agreement with the City through the City's Planning Department and the Board of Supervisors. The Trinity Project will not be subject to oversight of the Redevelopment Agency due to particular amendments in the Mid-Market Plan.

Trinity Plaza will however, be considered part of the Mid-Market Redevelopment Project Area and will contribute tax increment funds to Mid-Market and all affordable housing units in the Trinity project will be counted to meet the goal of 1,221 affordable units in the Mid-Market Redevelopment Project area.

MID-MARKET – A REAL NEIGHBORHOOD

There are many changes in the works for our Mid-Market Project Area but the most impressive change will be the addition of housing. Fulfilling the vision of new mixed income housing these projects are proposed or in the works.

In the Mid-Market Project Area:

TNDC Housing- 10th and Market Street (Proposed)
Phase 1 180 affordable senior units
Phase 2 220 mixed income units

Mercy Housing – 10th and Mission (Proposed)
100 units of Senior housing
100 to 135 family housing

AGI Capital – 7th & Mission Streets ("In the works")
246 For sale units with 12% BMR

1415 Mission Street (Proposed)
132 units

Trinity Properties – 8th & Market Street (Proposed)
1700 affordable units

949 Market Street (Proposed)
151 market rate units (rentals)

942 Market Street (Proposed)
32 affordable units 17% BMR

410 Jessie Street (Existing)
30 units

424 Jessie Street (Proposed)
6 units

Jessie St. Firehouse (Proposed)
25 units

Adjacent to the Mid-Market Project Area

One Powell Street (Powell and Market Street)
35 market rate units

690 Market Street (Kearny & Market Street)
75 "timeshare units" (Proposed)
50 market rate condos

Mid-Market Project Area Committee

Commercial Tenants
Kathleen Diohep
MaryEllen Churchill
Linda Corso
David Wilbur
Wayne Wong

Social Service Organization
Planning for Elders –
Sam Alicia Duke

Arts and Cultural Organization
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Richard Livingston
ACT - Lesley Pierce

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PROJECT AREA COMMITTEE
San Francisco
Number 16

Mid-Market Redevelopment Survey Area

NEWSLETTER

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MID-MARKET REDEVELOPMENT PLAN APPROVED BY THE SAN FRANCISCO PLANNING COMMISSION AND SAN FRANCISCO REDEVELOPMENT COMMISSION

The Mid-Market Redevelopment Plan has cleared two major milestones.

On June 23,2005 the San Francisco Planning Commission approved the following documents related to the Mid-Market Redevelopment Special Use District:

- Amendments to the Mid-Market Preliminary Plan
- CEQA findings and findings of General Plan Conformity
- A resolution to approve the Proposed Amendments to the Planning Code
- Proposed amendments to the Zoning Map

The Planning Commission hearing began at 6:25 pm. President Sue Lee announced that she had over 100 speaker cards and would try to close the public testimony by 10:00 pm. The proponents and opponents delivered passionate speeches. President Lee closed the public testimony after 10:00 pm and the Commissioners discussed the issues with Planning and Redevelopment staff until approximately 11:30 pm when a motion was made to call the vote.

The final vote on these items was 5 to 1. Commissioners Sue Lee, Dwight Alexander, Michael Antonini, Kevin Hughes and William Lee voted in favor of the proposals. Commissioner Christina Olague voted against. Commissioner Shelley Bradford Bell was absent.

The approval of these items allowed the Mid-Market Redevelopment Plan and the Special Use District to move forward to the next hearing.

That hearing was in front of the SF Redevelopment Commissioners on October 18, 2005. Once again the proponents and the opponents lined up to speak in front of the Commissioners. Approximately 35 folks spoke including many of the Mid-Market PAC members.

Follow the progress of mid-market on-line at:
midmarketpac.org

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Earlier in the day a group of community activists and District 6 Supervisor Chris Daly gathered in front of City Hall voicing their opposition to the Plan. Their premise being that the Mid-Market Plan would cause potential displacement and gentrification.

After hearing two hours of public comment the Commission called for a vote. The Plan was approved by a vote of 5 to 2. Commissioners Richard Peterson, Jr., London Breed, Francee Covington, Ramon Romero and Darshan Singh voted to approve. Commissioners Leroy King and Benny Yee voted against the Plan.

Some Commissioners noted that there was still room for improvement however, Commissioner London Breed summed it up by saying this Plan is a solid effort at pleasing as many people as possible.

The next step in creating a Mid-Market Redevelopment Project Area is having the Board of Supervisors approve the Plan. It is anticipated that the Plan will be before the Board early next year.

MYTHS & FACTS ABOUT AFFORDABLE HOUSING IN THE MID-MARKET REDEVELOPMENT PLAN BY KATE WHITE FORMERLY AT THE SAN FRANCISCO HOUSING ACTION COALITION

MYTH: We will still get affordable housing if Mid-Market does not become a Redevelopment Area.
FACT: There may be some affordable housing financed with city-wide funds but with the defeat of the housing bond measure last November those funds are becoming increasingly scarce. The Redevelopment Agency is willing to commit 50% of all increased property taxes generated from the Mid-Market Plan to affordable housing – conservatively estimated at $100million over 30 years. In addition, the Redevelopment Agency has made an "anti-gentrification pledge." When a redevelopment area was first considered in 1995, some 1221 housing units in the area were available at affordable rent levels. The Agency has pledged that if any of those units become unaffordable it will replace them with permanently affordable units in Mid-Market.

MYTH: The Mid-Market Redevelopment Plan will not produce much new affordable housing.
FACT: At least 20% and, if preexisting affordable units need to be replace, as much as 37% of the new housing in the Mid-Market Plan will be affordable.

MYTH: All new housing developed in Mid-Market will be homeownership.
FACT: The Redevelopment Agency generally commits its affordable housing financing for rental units only.
Note: Since this fact sheet was first printed the Redevelopment Agency has committed all of its new housing as rental housing at maximum 50% AMI with deeper affordability where feasible.

MYTH: The market rate housing projects do not have a high enough affordability requirement.
FACT: Initially, in order to facilitate new development, market rate projects will be subject to the city-wide inclusionary requirement of 12% affordable units on-site and 17% offsite. After eight years, when hopefully the ability to develop market- rate housing in the area is established, the figures will increase to 15% and 20%. If the inclusionary figures are increased beyond those figures, the financial burden on the developer may be so great that no new privately financed housing would be built. And without market rate projects, there will be no new inclusionary units. Further more, without market rate housing, there will be a limited increase in property tax revenues from Mid-Market and a critical source of funding for affordable housing will be lost.

MYTH: The same affordable housing percentages that apply in Transbay Terminal and Hunters Point Shipyard project areas can be applied in Mid-Market.
FACT: Unlike Transbay Terminal and Hunters Point Shipyard, the City does not own any land for housing development. If it did, it could reduce the price of the land paid by the developer in exchange for a greater number of affordable units, as is being done in those other areas.

MYTH: The new affordable housing will not serve very low income residents.
FACT: The Redevelopment Agency generally finances new affordable housing so it serves residents at least as low as 50% median income and, if feasible, even lower. As an example, the Agency has agreed to jump start housing in the area by partnering with Mercy housing to build 107 senior and 127 family units on land that now is largely a parking lot. It is anticipated that rents will vary between 25 and 50% of AMI and will include a component for homeless elderly and families.

MYTH: With a Redevelopment Plan, the City will tear down existing housing in Mid-Market.
FACT: The Redevelopment Agency has limited authority and no interest – nor the resources – to buy and tear down other buildings. The Redevelopment Plan is focused on building new affordable housing on empty lots and in empty office buildings.

MYTH: The Redevelopment Plan is a "give-away" to private developers.
FACT: The Plan does not "give" developers anything. Any tax increment money generated from the Redevelopment Area will go strictly to public benefits, such as affordable housing, street improvements, and the arts and to fund economic development and transportation improvement projects which will benefit everyone in the project area. Minor modifications to zoning controls are being proposed to make new development more feasible but significant "up-zoning" is not proposed.

NEW HOUSING DEVELOPMENT BREAKS GROUND AT SEVENTH & MISSION

On October 27, 2005 AGI Capital Group Inc., TMG Partners and Joie de Vivre Hospitality hosted a ground breaking ceremony at 1160 Mission Street to unveil **Soma Grand**. This new development on Mission Street between 7th and 8th is the first boutique hotel inspired condominium offering in San Francisco. The 22 – story building features 246 condo units, a parking garage and retail space. It is the first housing development to break ground in the proposed Mid-Market Redevelopment Project Area. Completion is expected in late 2007.

The last major private housing development built in or around the Mid-Market Project Area was Fox Plaza which was constructed in the early 1960's.

As construction begins on **Soma Grand** crews will continue to work next door on the completion of the new 18- story federal building. This new General Services Administration (GSA) building, designed by Morphosis will house approximately 1,500 federal workers. Completion is expected in Spring 2006.

MORE INFORMATION

The Mid-Market Redevelopment Plan and the Special Use District document can be viewed on-line at the Mid-Market Redevelopment Project website at www.midmarketpac.org or a copy can be obtained by contacting the MM PAC staff at 415-362-2500.

The Mid-Market Project Area Committee (PAC)
Meets the 2nd Wednesday of each month at 5:30 pm at the Ramada Plaza Hotel
1231 Market Street (Market @ 8th)

There are seats available on the Mid-Market PAC in the following catagories:
Residential Owner Occupant
Residential Tenant
Commercial Property Owner
For more information contact the PAC staff at 415-362-2500

Mid-Market Project Area Committee

Commercial Tenants
SF Mart
Linda Corso

Lines Ballet
Pam Hagen

Red Ink Studio
Linda Hughes

The Art Institute of California
Chuck Nagele

Bike Coalition
David Wilbur

Social Service Organization
Planning for Elders
Sam Alicia Duke

Arts and Cultural Organization
Theater Bay Area
Brad Erickson

Exit Theater
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Carolyn Diamond

UN Plaza/Mid-Market Association -
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David Addington
Marty Cerles
Tom Hart
Ralph Lee
Samuel Noily
Eric Tao
Michael Yarne
Badru Valani

Business Serving Civic Organizations
South of Market Problem Solving Council -
John Elberling

SPUR - George Williams

Community Development Organization
Tenderloin Neighborhood Development Corporation -
Craig Adelman

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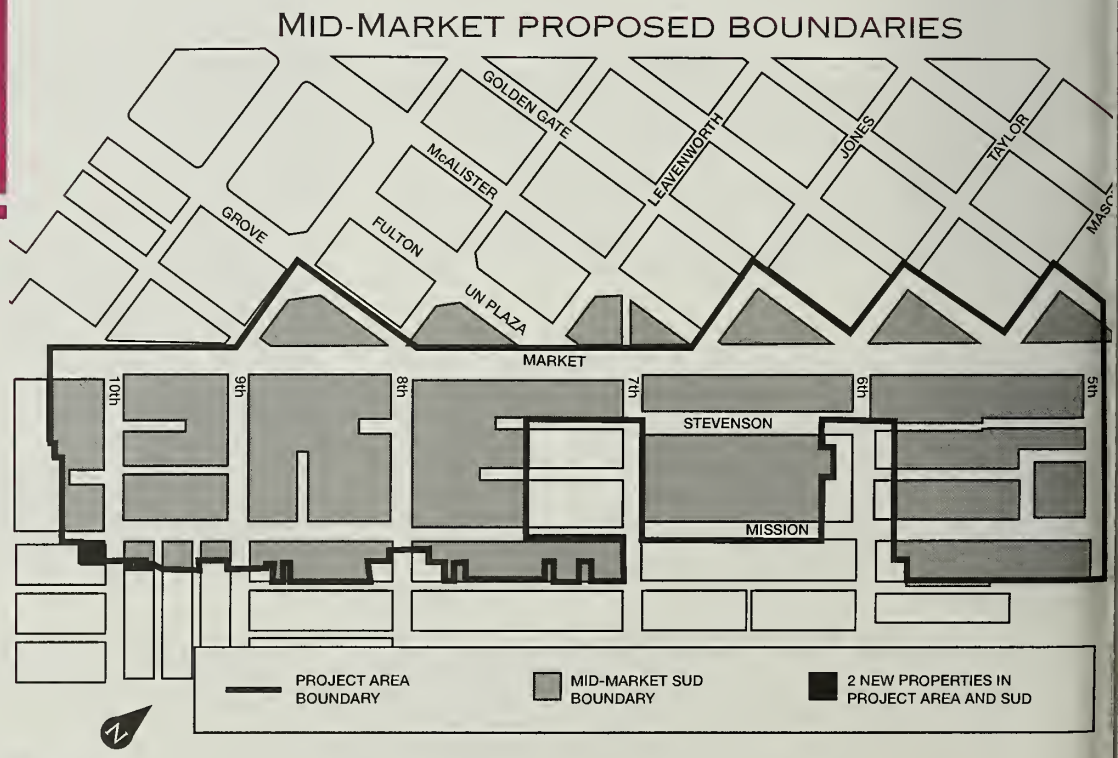
Mid-Market Redevelopment Project Area
Proposed Boundaries



Newsletter design: macmann&tate San Francisco

PAC

PROJECT AREA COMMITTEE

San Francisco
Number 17

550
3
17

Mid-Market Redevelopment Survey Area

NEWSLETTER

Dear Mid-Market constituents,

Thank you for your continued support over the past 10 years! Our efforts to bring the resources of redevelopment to bear along this neglected portion of Market Street has encountered many twists and turns over the years, including various points of view and their direct impact on the tone and emphasis of the proposed Redevelopment Plan. Ultimately, this ongoing debate has produced a Redevelopment Plan that deliberately finds the middle ground on most planning and development issues, reigns in the most controversial aspects of redevelopment (for example: eminent domain) and emphasizes the need for redevelopment to respect who and what is already there.

Amazingly enough, in 2005, we were able to continue this dialogue and debate and move forward with a proposed Mid-Market Redevelopment Plan and Special Use District before both the Planning and Redevelopment Commissions. Both documents are currently pending before the Land Use Committee of the Board of Supervisors and it is unknown when they will be introduced for further community and Citywide discussion.

In the meantime, we encourage you to read the proposed Redevelopment Plan and Special Use District for yourself and to ask important questions and to air your concerns. While the PAC will likely have fewer meetings this summer and fall, scheduling meetings only as necessary, please visit our new and more interactive web site which allows for increased community feedback and feel free to contact PAC members, PAC staff and City staff directly. We are also available to come to meet with you or your organization to discuss the details of the Redevelopment Plan and Special Use District.

We are secure and confident in the work of the past and looking forward to the Plan's adoption in the future. Thank you for your continued support and critiques and we look forward to continuing this very important dialogue.

Sincerely,

Byron Yee and Carolyn Diamond

Mid-Market Project Area Committee Chair and Vice-Chair

thank you!

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Follow the progress of mid-market on-line at: midmarketpac.org

LINES Ballet School Partners with Dominican University

By Pam Hagen

Alonzo King's LINES Ballet, located in the Odd Fellows Building at Market and 7th Streets, recently announced the formation of an exciting new, four-year Bachelor of Fine Arts in Dance degree program in partnership with Dominican University of California.

Combining the highly acclaimed dance training and philosophy of one of the nation's foremost dance institutions with the comprehensive liberal arts education and social values of the Dominican tradition, the LINES/Dominican BFA in Dance offers students an unparalleled opportunity to discover themselves as artists and human beings.

Housed in the esteemed Humanities Department on the Dominican campus in San Rafael and in the spacious dance studios of LINES Ballet's San Francisco Dance Center, the program provides a comprehensive general education in the liberal arts, including specialized courses in Dance History and Music presented by the best of Dominican's faculty.

The Dance Curriculum emphasizes Ballet (Western Classical Dance) as its foundational language, complimented and augmented with extensive training in past and current forms of Modern dance, ethnic dance studies, Improvisation and Composition. The dance curriculum includes significant studies in the choreography of Alonzo King, as well as the work of contemporary artists from within the vibrant Bay Area dance community and abroad. With its direct relationship to one of the foremost choreographers of our time, the BFA in Dance program stands in a unique position, offering students access to the process and environment in which current thought in the art form is being shaped.

The LINES/Dominican BFA in Dance strives to develop dancers of exceptional skill and artistry. Students acquire the skills and knowledge necessary for a professional career in today's dance world while also gaining the life long benefits of a liberal arts education.

For more information on LINES and on the BFA program, please visit our website:
www.linesballet.org
For questions, please contact: marina@linesballet.org

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1231 Market Street (Market @ 8th)

Get Involved!

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The New San Francisco Federal Building

The newest addition to the San Francisco skyline is scheduled to be completed in the fall of 2006. The General Services Administration building at 7th & Mission Streets is an 18 story tower, reaching 234 feet high and 60 feet wide. The structure covers about three acres across from the U.S. Court of Appeals on 7th Street.

The complex is composed of an 18 story tower, a four story annex building and a one story cafeteria and daycare facility. There is a 37,000 sq. ft. open space plaza on Mission Street that will monitored by the Federal Protective Services. The field office will be responsible for programming the open space.

The amenities open to the public will include:

- Cafeteria serving breakfast and lunch
- Child care center (50% of the openings may be used by the public)
- Fitness center
- Conferencing center
- Sky garden with coffee bar.

Some of the tenants in the project will be Health & Human Services, Dept. of Labor, Social Security and a Passport Office.

The complex will combine the Federal Government workers who are now scattered throughout offices in the City. Approximately 1,700 workers will be housed. Will the presence of 1,700 workers create critical mass on the streets and will consumers entering and exiting the building make an impression on the neighborhood is the question. John King of the SF Chronicle states, "Despite the grandeur of that landmark, it is a shabby corner where any passer-by pausing to admire the architecture is likely to get hit up for change, or worse." However, there is no question that this new Federal Government building and its' avant –garde architecture will continue to be a source of lively debate.

Can One Man Change a Neighborhood?

The "love it or hate it" General Services Administration building at 7th and Mission Streets is scheduled to be completed in November 2006.

While there are as many opinions about the structure as there are stainless steel panels there is no question that it will make a statement and change the skyline as we know it.

Architect Thom Mayne and his firm Morphosis are responsible for this latest addition to San Francisco. Known as the "Maverick", Mayne won the Pritzker Prize in 2005, architecture's most prestigious award. He is the first American in 14 years to win the architectural community's highest honor and only the eighth U.S. architect to win in the 27-year history of the contest

His designs are almost always controversial. Architecture critic Witold Rybczynski of Slate writes, "His buildings have jagged, fractured forms and haphazard compositions that make them look, at first glance, as if they were not quite finished—or were falling apart. This is a subterfuge, of course, since they are solidly built and carefully detailed, but their appearance leaves the distinct impression of chaos."

The question to ask is what impact will Mayne's creation have on the neighborhood.

Will a new population be drawn to the neighborhood just to be in the shadow of a architectural masterpiece? Will tour busses change their route and swing by 7th and Mission on their way to Fisherman's Wharf? Will students of architecture sit in the plaza and absorb inspiration?

Only time will tell if Thom Mayne can change the neighborhood.

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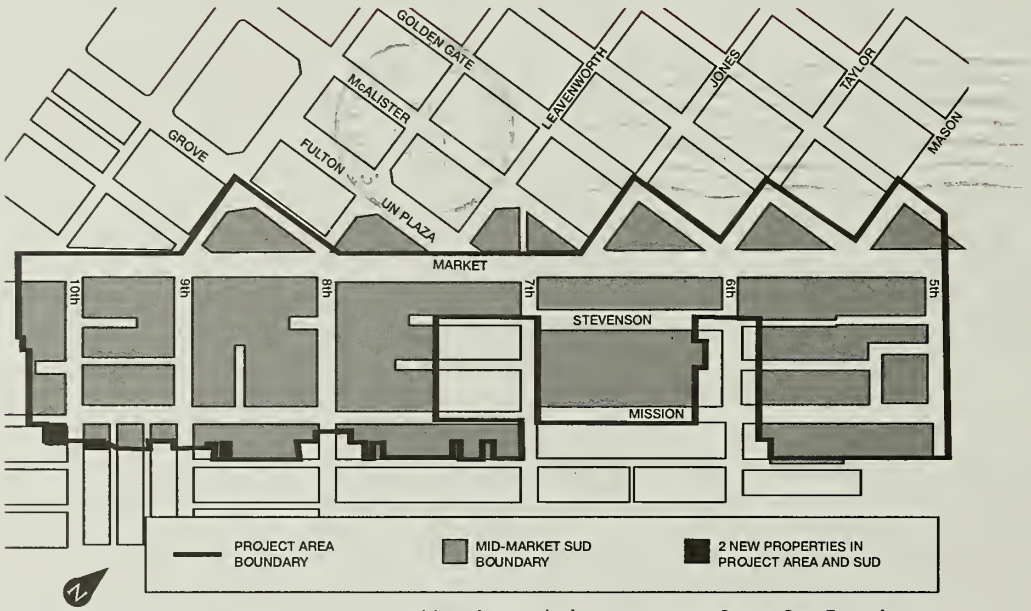

MID-MARKET REDEVELOPMENT PROJECT AREA
PROPOSED BOUNDARIES

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